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DIANTHIA

Since the introduction of this aromatic product over two years ago, the sales have shown a constant increase. Dianthia produces exquisite spicy effects in all perfume compositions and is an exceptionally fine base for Carnation.

DIANTHIA will not discolor.

Adapted for Powders, Perfumes, Creams, Lotions, etc.

A trial quantity of this interesting creation will more than prove that Dianthia is an outstanding contribution to the Perfume Industry.

Ounces $ 2.20
Pounds $32.00

SYNFLEUR SCIENTIFIC LABORATORIES, INC.

MONTICELLO NEW YORK

ATLANTA DETROIT

PHILADELPHIA MEXICO D. F. HAVANA, CUBA

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We show you our new picnic boxes (see also front cover) to emphasize a point: the strikingly fine lithography on metal of which American Can Company is capable. And it is a very ***important*** point—nowhere more important than in the drug and cosmetic industry. You may not be in the market for picnic boxes*, but you ***are*** in the market for containers strikingly styled and finely lithographed. Canco is past master at making them.

* But don't forget that special holiday containers (of which this is only one of many examples) are getting millions of dollars of business each year for enterprising drug and cosmetic manufacturers.

AMERICAN CAN COMPANY

230 Park Avenue CANCO *New York City*

"Service for the Manufacturing Trade Exclusively"

COMPACTS

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ROUGE *and* POWDER
(More than 150 tints)

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(All indelible shades—consistencies a la mode)

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CREAM ROUGE
(All shades)

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EYE SHADOW
(All shades)

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Sanitized
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Details on Request.

All our products guaranteed for chemical purity. For your further protection, Products Liability Insurance carried.

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MATCHES to perfection the delicate fragrance of the Heliotrope blossom. It is four times as strong as Heliotropin thus affording a distinct saving. It is an excellent fixative and has no chemical odor.

SCHIMMEL & CO. INC.

601 WEST 26th STREET
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RESERVES *for a* "RAINY DAY"

WITH droughts, civil strife and the threats of war, all conspiring to deprive our industry of many of its essential materials, it seems not amiss at this time to call attention to the favorable position maintained by FRITZSCHE BROTHERS with respect to its reserves of raw supplies. Provided with more than 30,000 square feet of storage space in our New York plant alone, we are enabled to maintain the impregnability of our position by purchases when crops are best, yields are highest and prices most favorable.

This fixed company policy of providing substantially for the "rainy day" is one of inestimable advantage to our patrons. It assures them the wherewithal to carry on a normal and oftentimes a more profitable business when others are suffering the complications and losses arising from unexpected shortages of materials. It is a form of protection which we as suppliers feel is rightfully due those whose continued patronage is the backbone of our success.

FRITZSCHE BROTHERS, Inc.

IN poetry and art, story and song, one finds imperishable tribute to Nature's masterpiece, the ROSE. But to none of these have its beauty and fragrance been more inspiring than to the art of fine perfuming. No note has lent fuller, sweeter harmony to the perfumer's compositions than the smooth, rich undertone of rose. Like harmonies of tone, however, which depend for their quality upon fine instruments, perfectly tuned and sensitively played, odor harmonies depend upon carefully selected, first quality materials, judiciously blended. And because rose is the fundamental note in so many fine perfume compositions, its selection should be made from those specialties of reputable manufacture and proven worth.

. . . AND SPEAKING OF

ROSE

IT would be difficult to select a product or group of products that had been subjected to longer or more intensive study than our FRITZBRO ROSE SYNTHETICS. As a result of this work we are in a position to offer a number of really outstanding Rose Bases. Those described below, representing four distinct types, have proven beyond question their all-around utility and superiority, their precise simulation of the rose types represented, their abundant fragrance, enduring strength and consequent economy. If you have not used FRITZBRO ROSE SYNTHETICS you have yet to experience the fullest measure of satisfaction which these materials will assuredly provide.

ROSE CENTIFOLIA

Richest of rose perfumes. A deep, full fragrance, intensely sweet and honey-like. A floral note made to enrich the finest compositions.

ROSE OTTO

An excellent substitute for the genuine Otto of Rose, containing all the constituents of the natural product. Full, fresh and inviting. Can be used to replace the natural oil or for blending with it.

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A specialty of universal application. Used extensively by expert perfumers as a raw material for blending. Also used straight to impart a true red rose effect in high grade creams, cosmetics, etc.

ROSE WHITE

Produces the fragrance of white rose with unusual fidelity. Used straight in many of the finer cosmetics and for blending to provide harmonizing undertones of rose.

We invite your requests for more complete details as to their utility, and for samples.

"Fragrance Creates Sales Appeal"

FRITZSCHE Brothers, inc.

816 WEST 8TH STREET LOS ANGELES, CAL.
Proprietors of PARFUMERIES de SEILLANS Seillans, France
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PORT AUTHORITY COMMERCE BLDG.
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118 WEST OHIO ST. CHICAGO, ILL.

LIQUID ABSOLUTE FLOWER ESSENCES

USERS of Absolute Flower Essences can effect immediate and substantial savings and produce better finished compositions by using our SEILLANS LIQUID ABSOLUTES. These are made by the most up-to-date methods, in our own plant in Southern France–right in the heart of the flower growing region. In comparative tests with other costlier foreign or domestic brands you'll find appreciable differences in quality value–differences favoring our SEILLANS ABSOLUTES. We offer these and others at prices that warrant immediate consideration:

JASMINE **LAVENDER** **OAK MOSS**
ORANGE FLOWERS **ROSE** **TUBEROSE**

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These extracted Gums, Resins and Balsams represent a superlative means of fixation. A complete series is available, but outstanding for finest perfume work are these:

LABDANUM **PATCHOULY** **SANDALWOOD** **VETIVER**

EXTRA QUALITY ESSENTIAL OILS

Also distilled at our Seillans Plant, these oils are the very finest modern methods can produce. Absolutely true and genuine, they contain no admixtures or additions of any kind. Again we suggest that comparison of our Seillans Oils with competing products will convince you of the former's superiority.

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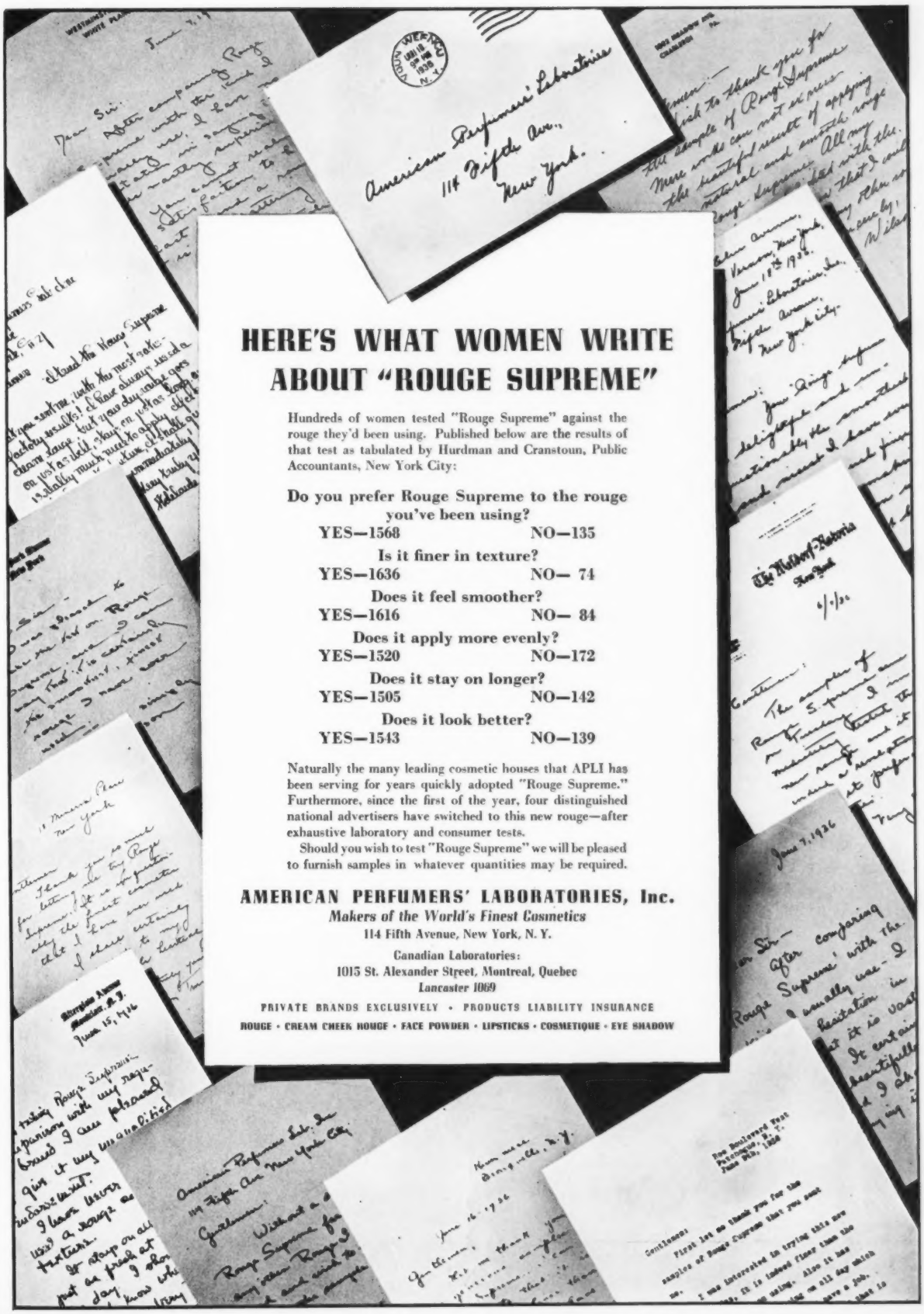


HERE'S WHAT WOMEN WRITE ABOUT "ROUGE SUPREME"

Hundreds of women tested "Rouge Supreme" against the rouge they'd been using. Published below are the results of that test as tabulated by Hurdman and Cranstoun, Public Accountants, New York City:

Do you prefer Rouge Supreme to the rouge you've been using?

YES—1568 NO—135

Is it finer in texture?

YES—1636 NO— 74

Does it feel smoother?

YES—1616 NO— 84

Does it apply more evenly?

YES—1520 NO—172

Does it stay on longer?

YES—1505 NO—142

Does it look better?

YES—1543 NO—139

Naturally the many leading cosmetic houses that APLI has been serving for years quickly adopted "Rouge Supreme." Furthermore, since the first of the year, four distinguished national advertisers have switched to this new rouge—after exhaustive laboratory and consumer tests.

Should you wish to test "Rouge Supreme" we will be pleased to furnish samples in whatever quantities may be required.

AMERICAN PERFUMERS' LABORATORIES, Inc.

Makers of the World's Finest Cosmetics

114 Fifth Avenue, New York, N. Y.

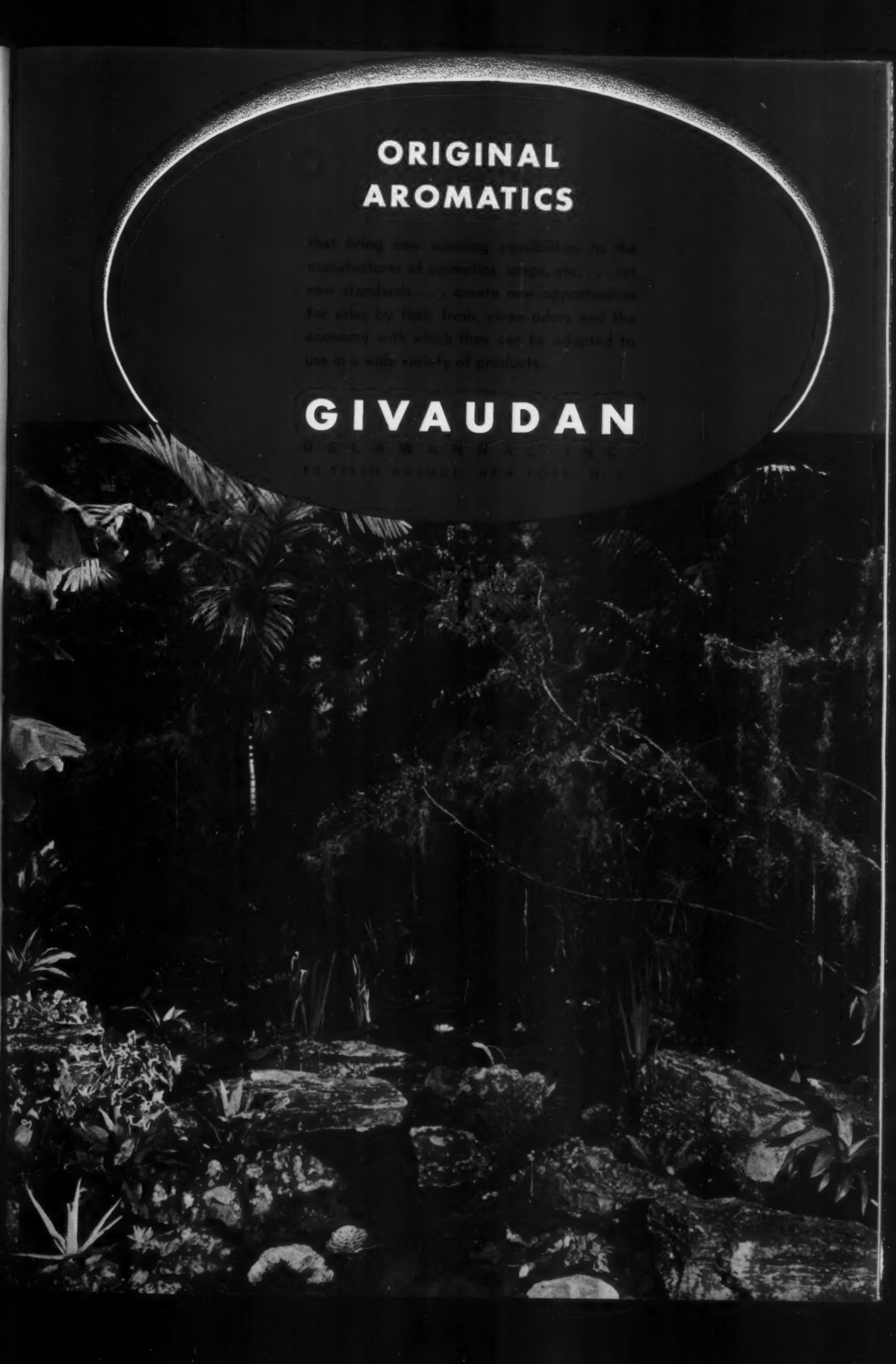
Canadian Laboratories:
1015 St. Alexander Street, Montreal, Quebec
Lancaster 1069

PRIVATE BRANDS EXCLUSIVELY • PRODUCTS LIABILITY INSURANCE

ROUGE • CREAM CHEEK ROUGE • FACE POWDER • LIPSTICKS • COSMETIQUE • EYE SHADOW

No. 72 —43	M/M Bath Salt Cap	
No. 140 —35	M/M Sifter Top Cap	
No. 150 —13	M/M Screw Cap	
No. 185 —15½	M/M Screw Cap	
No. 186 —44	M/M Fancy Bath Salt Cap	
No. 188 —23½	M/M Talcum Can Top	
No. 200 —28	M/M Sifter Top Cap	
No. 0200 —28	M/M One Piece Cap	
No. 215 —19½	M/M Talcum Can Top	
No. 230 —13	M/M Screw Cap	
No. 232 —13	M/M Screw Cap	
No. 234 —10½	M/M Screw Cap	
No. 236 —19½	M/M Slip Cap	
No. 238 —15	M/M Talcum Can Top	
No. 240 —14¾	M/M Square Slip Cap	
No. 249 —14½	M/M Screw Cap	
No. 250 —12	M/M x 23½ M/M Oval Slip Cap	
No. 251 —15	M/M Screw Cap	
No. 257 —12	M/M x 23½ M/M Oval Slip Cap	
No. 258 —40	M/M Bath Salt Cap	
No 264*—20	M/M Screw Cap	
No. 267 —16	M/M Slip Cap	
No. 269 —44	M/M Bath Salt Cap	
No. 281 —11	M/M Slip Cap	
No. 282*—24	M/M Screw Cap	
No. 291*—22	M/M Screw Cap	
No. 292 —28½	M/M Flask Cap	
No. 295 —13½	M/M Slip Cap	
No. 298*—38	M/M Talcum Cap, Sifter Top	
No. 300*—18	M/M Screw Cap	
No. 317 —11	M/M Slotted Slip Cap	
No. 323 —45	M/M Bath Salt Cap	
No. 324*—45	M/M Cream Jar Cap Same design as No. 323.	
No. 327*—43	M/M Same design as No. 324.	

*FITS G. C. A. No. 400 GLASS FINISH


ORIGINAL
AROMATICS
that bring new scenting possibilities to the manufacturer of cosmetics, soaps, etc. . . . set new standards . . . create new opportunities for sales by their fresh, clean odors and the economy with which they can be adapted to use in a wide variety of products.
GIVAUDAN
DELAWANNA, INC.
330 FIFTH AVENUE, NEW YORK, N.Y.

AT GIVAUDAN, research is not confined merely to the introduction of new products. It also includes the development of better methods and processes that insure greater purity and uniformity. Some of the products listed below are entirely original; others are improved versions of old products; all reflect the high standards of quality on which Givaudan's reputation is based.

PHENYL ETHYL ALCOHOL. The odor character obtained by the use of Phenyl Ethyl Alcohol depends entirely upon its purity and refinement. We guarantee an absolutely pure product.

LAURINE 100% (HYDROXYCITRONELLAL 100%) produced at our Delawanna factory with specially designed apparatus to insure a 100% pure product entirely free from all terpenes and foreign aldehydes.

TERPINEOL PRIME #1 has a sweetness and softness of odor exceeded by no other Terpineol in the same price class. It is permanent against caustic alkalis, resistant to fatty acids.

BUXINE—(AMYL CINNAMIC ALDEHYDE). Realizing that the merits of Buxine are being appreciated more and more by perfumers, we have developed a product of the highest quality that can be depended upon to be consistently uniform.

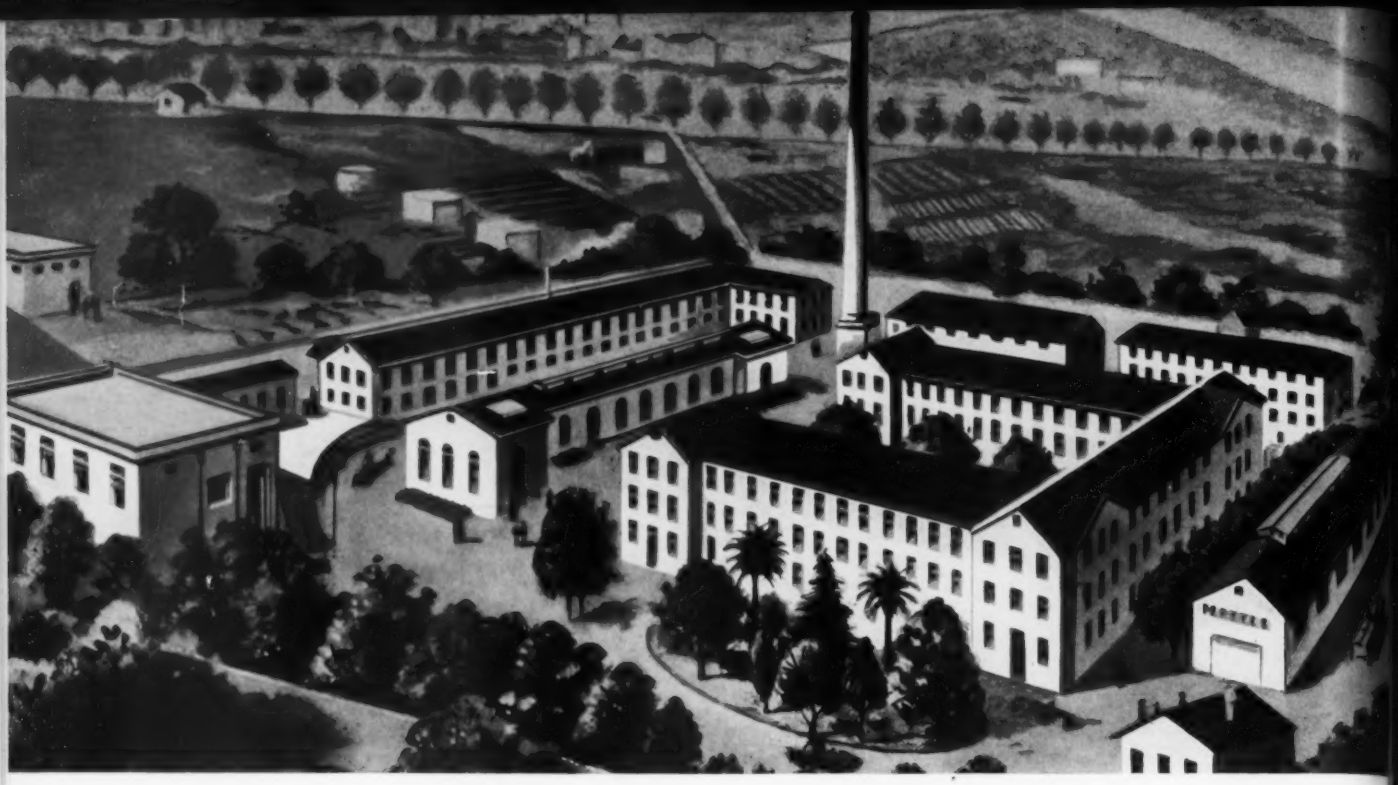
MUSKS— Musk Ambrette, Musk Ketone, Musk Xylol, Moskene and Musk Tibetene.

Givaudan is the pioneer producer of artificial musks in this country. Their quality is the standard of all artificial musks and is the result of long, skillful research. Musk Tibetene is the most recent development in the Musk field.

GIVAUDAN

DELAWANNA INC.

Branches: Philadelphia Los Angeles Cincinnati Detroit Dallas Baltimore
New Orleans Chicago San Francisco Seattle Montreal Havana



A TRADITIONALLY DEPENDABLE SOURCE OF

Natural Raw Materials

Founded in 1837, the house of Tombarel Freres, Grasse, France, has behind it almost a century of service to perfumers the world over. Through several generations, Tombarel products have held steadfastly to those superior standards of quality so essential in earning the perfumer's respect and confidence. ● The house of Albert Verley, Inc., is proud to serve as exclusive United States representative for Tombarel materials, as a part of its complete, well - rounded service.

ABSOLUTE SUPREME FLOWER OILS

Jasmin • Orange Flower • Rose • Oil Neroli Bigarade Petale • Oil of Orris Concrete • **Lavender** Concrete Absolute • Oil Lavender St. Ann 48/50% • Oil Lavender Mt. Blanc 38/40% • **Resinoids** for Soap Perfume Oil Vetivert • Oil Geranium

Tombarel Frères, GRASSE, FRANCE

ALBERT VERLEY, INC., EXCLUSIVE U. S. REPRESENTATIVES

A WORD TO THE WISE ABOUT *Jasmin*

Jasmogene

Jasmin Fleur "V"

Jasmin N-106

Jasmintome

Jasmin 210

AND THOSE OLD FAVORITES:

Alcool Jasminique

Aldehyde Jasminique

You can hedge against considerably higher prices on the natural floral Jasmin products—a definite tendency, according to present indications — by judiciously combining them with some of our synthetic Jasmins. ★ For many years, the house of Verley has specialized in the synthesis of this important flower. Our compositions are carefully worked out and contain the necessary ingredients for delicacy and fixity. They will help you not only to stabilize your prices, but also to develop added originality in your Jasmin creations. ★ Write for samples and prices.

Albert Verley

A R O M A T I C S

ALBERT VERLEY, INC., 11 East Austin Avenue, Chicago, Illinois
114 East 25th Street, New York • • Mefford Chemical Co., Los Angeles

This No. 356 ALL-PURPOSE Bottle

has been developed in response to a definite and oft-expressed demand for a low-priced quality bottle—in a design suitable for use as an all-purpose container for toiletries, pharmaceuticals, proprietaries. . . . . It can be used for unrelated products or for family grouping of related consumer-use products. . . . . Its wide range in sizes (from ½ to 16 oz.) makes this flexibility possible. And the design is such that any number of individual styling effects can be obtained with labels and closures. All sizes available from stock. Investigate the possibilities of this low-priced quality bottle!

CARR-LOWREY GLASS CO.

Factory and Main Office: BALTIMORE, MD.

NEW YORK OFFICE: 500 FIFTH AVE. Room 1427
Telephone: CHickering 4-0592

CHICAGO OFFICE: 1502 MERCHANDISE MART
Telephone: WHitehall 4526

MIMOSA MICHAUX

There is a strong tendency towards florals in fine perfumes.

MIMOSA MICHAUX* has all the fragrant charm of the mimosa flower. It is a lovely odor for extracts of the finer kind.

*MIMOSA MICHAUX is named in honor of the French-American naturalist André Michaux, who first introduced the mimosa plant into this country from Asia in Old Colony days.

WE SOLICIT YOUR INQUIRIES FOR
MIMOSA MICHAUX

Compagnie Parento, Inc.

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SAN FRANCISCO SEATTLE PORTLAND, ORE.
TORONTO
Compagnie Parento, Limited, 73 Adelaide St., W., Toronto, Ontario, Canada
COLOMBES, FRANCE LONDON, ENGLAND

CREATIONS by PARENTO

PARENTO

AROMATICS of OUTSTANDING MERIT

•

HYDROTROPIC ALDEHYDE—
recommended for light florals.

•

DIMETHYL BENZYL CARBINOL—
valuable in jasmin, muguet and lilac.

•

DIMETHYL HYDROQUINONE—
to replace coumarin in fine bouquets.

•

METHYL NONYL ACETALDEHYDE—
excellent for top notes in compositions.

•

We solicit your inquiries on these products which merit your careful examination.

Compagnie Parento, Inc.

Executive Offices and Laboratories

CROTON-ON-HUDSON, N. Y.

NEW YORK CHICAGO DETROIT LOS ANGELES
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COLOMBES, FRANCE LONDON, ENGLAND

MODERN *Crystal Clear* BOTTLES

We show here one of the many graceful stock designs in which Maryland Clear Glass Bottles may be had. These fine, modern bottles are available in a complete range of sizes. They make an attractive, practical container for *nail polishes, polish removers, toilet waters, lotions, etc.* We can also supply sprinkler top bottles for shampoos, hair tonics, etc.

Available in ¼, ½, 1, 2, 3, 4, and 6 ounce size. We can supply from stock, popular styles of caps in blue or black.

MARYLAND FLINT

May we send you samples and prices? Maryland Glass Corporation, Baltimore, Maryland. New York Representative: 270 Broadway, New York City. Pacific Coast Representative: Owens-Illinois Pacific Coast Company, San Francisco.

★ THE SPIRIT OF THE NATION ★

Man made ALCOHOL before he knew it

★

Ancient man produced alcohol long centuries before he was even conscious of its existence. For thousands of years he fermented wine and brewed beer—little knowing that he was on the threshold of discoveries that would eventually revolutionize civilization.

Today, science and industry look to the Commercial Solvents Corporation for the finest alcohols human skill has ever been able to produce. In its plants is made Rossville Alcohol, known and preferred the world over. Regardless of how exacting your requirements may be, you can depend unreservedly upon the uniformity and excellence of Rossville Alcohol—"The Spirit of the Nation".

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NEW YORK CENTRAL BLDG., NEW YORK, N. Y.

PLANTS: TERRE HAUTE, IND.; PEORIA, ILL.; WESTWEGO, LA.; HARVEY, LA.; AGNEW, CALIF.

PROMPT SERVICE FROM BRANCH OFFICES AND WAREHOUSES

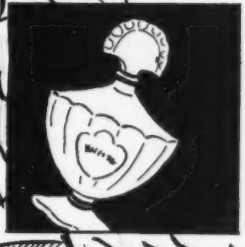
Products of Commercial Solvents Corporation, including Rossville Alcohols, are available in mixed carloads and in compartment tank cars, as well as in cans, drums, carloads, and tank cars.

FOR A SUCCESSFUL HOLIDAY LINE

Use

THIS NEW SOPHISTICATED
FELTON PERFUME

CONTINALE



Tested for Consumer Appeal . . . and destined to "put over" your line of Creams, Lotions, Toilet Waters and Extracts.

CONTINALE . . . a sophisticated, warm, rich perfume note of special excellence. Priced from $60 to $6 per lb., it can be advantageously used for the finest extracts or for a popular priced line.

Tested for Consumer Appeal

Write for Samples At Once!

FELTON CHEMICAL COMPANY

INCORPORATED

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Manufacturers of AROMATIC CHEMICALS, NATURAL ISOLATES, PERFUME OILS, ARTIFICIAL FLOWER AND FLAVOR OILS

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DESIGNED
to blend with
every product

PRICED
to keep the
cost of your
production
down

SIZED
to meet the
needs of all
your items

The wide range of sizes, from 1/2 oz. to 16 oz., enables you to put up a number of related products in bottles of a single attractive design. This provides desirable uniformity at low cost . . . W-55 is an ideal and practical all-market bottle for a large variety of consumer products.

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Selected

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OF THE WORLD'S

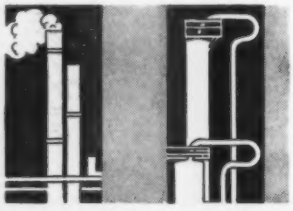
BEST PRODUCTS

ALUMINUM BILLETS

SPOT STOCKS

"These are my Jewels"

With the feeling that there can be no better evidence of the service we aim to render to our patrons, we enumerate below the outstanding firms we represent.



THE ATLANTIC REFINING CO.

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PETROLEUM PRODUCTS
White Mineral Oils U. S. P.
for pharmaceutical use.
Technical for cosmetic uses.
All gravities, all viscosities.

H. J. BAKER & BRO.

NEW YORK

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English Precipitated Chalk U. S. P.
Extra Light Dense

THEODOR LEONHARD WAX Co.

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BLEACHERS & REFINERS OF BEES-WAX

White Bleached Bees-Wax
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Extra Quality - U. S. P.
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CINCINNATI · OHIO · U·S·A
Manufactures of Stearic Acid
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Castile Soap "Laco"
Powdered - Granular - Bars

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Sierra Talcs approximate the ideal - chemically and physically - and excel in uniformity of milling and color.

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Executive Offices - 105 Hudson Street
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Chemically Pure U. S. P. - Dynamite

A. C. DRURY & CO.

INCORPORATED
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Box No. 377-PS

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CAPITALIZE on the popularity of introductory and miniature group sets by packaging your perfumes, cosmetics, powders, in a fine appearing and practical ROWELL Paper Box . . . Illustrated is an extension edge telescope box for three small bottles which fit into an attractive platform . . . Solving your box problem is our specialty.

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St. Louis Office: The DICK DUNN CO., Merchandise Mart Bldg., 12th Blvd. & Spruce St. Phone: Central 3544

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PACKAGES THAT IMPLY QUALITY
All dressed up and going places—"packages by Continental." Clothed in tin, tailored to *fit*, colorfully lithographed; these quality products look the part. And they *deliver!* Continental's packaging service is available to any manufacturer who has a packaging problem.
ONE U. S. GALLON
THERMO
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THE 10,000 MILE
ANTI-FREEZE
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COFFEE
Lighter
FLUID
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Liquid
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The Original Pennsylvania Oil
VALVOLINE
Continental Can Company
NEW YORK • CHICAGO • SAN FRANCISCO

HELFRICH•

rouge

lipsticks

AN extra fine particle size rouge with perfect color dispersion, yet not absorbed by the skin.

HIGHLY indelible lipsticks with rich red undertones instead of the usual purple. Incidentally, they apply very smoothly and are lubricating instead of drying to the lips.

OTHER HELFRICH PRODUCTS •

COSMETIQUE
EYE SHADOW
FACE POWDER

HELFRICH•

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564-570 W. Monroe St., CHICAGO

HELFRICH LABS. OF N. Y. INC.
30-34 West 26th St., NEW YORK

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HERBERT J. BITTMAN, 318 People's Bank Bldg., Seattle, Wash.

. . . and
now also in
CANADA:
690 KING STREET WEST, TORONTO ONTARIO, CANADA

September, 1936

Taxes.....

FOOD & DRUGS *and*

Messrs. Robinson and Patman

TO whom does the toilet preparations industry turn for advice on these and other matters in the sphere of legislation ?

NATURALLY, to its attorneys, accountants and experts on each point !

FABRIQUES de LAIRE

Paris, France—*Established 1878*

The high degree of chemical purity we have attained in our line of

SYNTHETIC AROMATIC CHEMICALS

has established their value all over the world.

We suggest you send us a trial order for these:

Methyl Octine Carbonate
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Methyl Nonyl Acetaldehyde
Indol *and* **Scatol**

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THE AMERICAN PERFUMER · COSMETICS · TOILET PREPARATIONS

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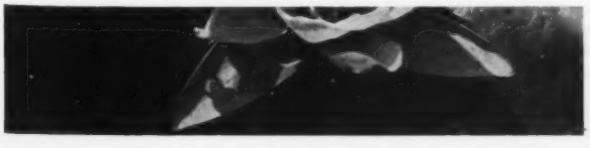

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The American Perfumer · Cosmetics · Toilet Preparations

SEPTEMBER · 1936

Trade Practice Conference WILL Clarify Robinson-Patman Troubles

Commission indicates to **ROBERT P. POST** *of The Perfumer's Washington Bureau that rules submitted will be judged with due consideration for the Clayton Act as amended by the Robinson-Patman measure.*

WASHINGTON, September 1—Although officials of the Federal Trade Commission are, like all other Government employees, reluctant to commit themselves, nevertheless the proposal of the Toilet Goods Association to solve the problems posed by the Robinson-Patman Act by projecting fair trade conference rules for the industry, seems to be the best possible way to clarify the problems presented by the last session of Congress to trade.

This conclusion is reached after talks with Federal Trade Commission officials, who, while refusing to commit themselves as to the effects of the proposed conference by the Association which looks to the formulation of fair trade practice rules for the industry, nevertheless say that promulgation of such rules will at least tell the members of the Association and of the trade what they cannot do under the Robinson-Patman bill.

It must be remembered that this bill is an amendment to the Sherman-Clayton Act and that the present confusion of the perfumers and cosmetic trade as to its effect, while not greater than the confusion of every other industry as to that effect, rises largely from the fact that the Federal Trade Commission which is charged with the responsibility of administering both acts, has, as yet, failed to tell industry just what the Robinson - Patman amendment means

Nor can the Commission be blamed for this fact. The Sherman-Clayton Act provides an extremely complicated procedure, a procedure which applies also to the Robinson-Patman Act as an amendment to the Sherman-Clayton Act, and the Commission is bound to follow that procedure. It provides for the issuance of a complaint, the taking of testimony, the consideration of the Commission, and all the complicated and time-consuming devices that have marked the Commission in the past, before any clarification can be had.

Under that procedure, which involves a violation—perhaps, apparent only—it might take years before the broad powers and the wide discretion conferred on the Commission by the Act might be tested and clarified.

Fortunately, there exists—in the shape of a trade practice conference—what is in reality a short cut (although no Federal Trade Commission official will acknowledge the word) and that short cut has been taken by the Toilet Goods Association in its decision to revive its application for a Fair Trade Practice Conference.

It is worth while to repeat again that the Robinson-Patman bill is an amendment to the Sherman-Clayton Act, which is administered by the Federal Trade Commission. In connection with its fair trade practice conferences, the Commission has established two groups of rules, to be issued after proposal by the trade, public hearing and

examining by the Commission. The first of these, Group I, are those practices which are already specifically outlawed by the laws which the Commission is given the responsibility of enforcing. Obviously, officials say, the Commissioners are not going to approve practices which, in their opinion, they cannot approve under the laws which give them jurisdiction. Thus, if, in the opinion of the Commission, present treatment of retail outlets in such matters as demonstrators, advertising allowances and so forth, are in violation of the Sherman-Clayton Act as amended by the Robinson-Patman Act, the Commission will obviously refuse to allow them if they are presented by the Toilet Goods Association as part of the proposed trade conference rules. The deduction is equally obvious.

In this connection, the following quotation from the report of the Commission for the fiscal year, 1935, may be interesting as far as it concerns the fair trade practices activities of the Federal body:

"Through trade practice conferences the same results are achieved as by the issuance of formal complaints by the Commission, but without bringing charges or employing any compulsory process. The procedure is predicated on the theory that the primary concern of the Federal Trade Commission is the interest of the public. Its importance to the public consists of the immediate wholesale release from the harmful effects of unfair methods of competition which otherwise could not be accomplished in years, and the conservation of public funds which might otherwise be spent in conducting trials of cases, while, to industry, it means a saving of time, expense, annoyance, and unfavorable publicity incident to the trial or stipulations of numerous complaints."

In other words: "If you will tell us what you propose to do through fair trade practice conferences we will at least tell you what, in our opinion, you cannot do under the laws which we administer, and we will tell you by approval or disapproval of your rules without the necessity of complaints, publicity and possible court action."

That quotation was written before the Robinson-Patman bill was even framed. But it is as applicable to the Sherman-Clayton Act as amended by the Robinson-Patman Act as it was to the Sherman-Clayton Act before the last Congress decided to change it.

The Federal Trade Commission, like other Federal quasi-judicial bodies is almost as cautious about committing itself in advance as is the Supreme Court. It is impossible to get any official to say in advance what its interpretation of the Robinson - Patman amendment will be.

They prefer to wait and to study. But to wait may mean the preference of charges, the issuance of complaints, and all the other complications of clarification which are provided under the cumbersome machinery of the Sherman-Clayton Act

Having regard to the fact that the Federal Trade Commission is, perhaps, the most purely political of any of the old-line semi - judicial government agencies, it is nevertheless possible for the industry to get a very clear line on the Robinson-Patman law by submitting its proposals to the Commission. They will, of course, take the traditional, legal position that they do not want to tell an industry what it can do. But the fair trade conference procedure at least forces the Commission to tell an industry what cannot be done and this information, provided the industry has put its proposal up in proper fashion, goes far toward settling the problems which the lawyers have been unable to resolve for the cosmetics and other trades.

It must also be remembered that the Commission did not ask for or advocate the Robinson-Patman law. It was, so to speak, forced down their throats. They don't like it any more than you do. And any possible clear way interpretation will be welcomed by the Commission just as much as it will be by the trade.

The Commission will never admit that the proposed trade practice conference will solve the Robinson-Patman problem. They will talk about "study" and "consideration" and "further discussion." Nevertheless, the proposal of revival of the trade practice conference for many different ends, will, it appears now, go far to unravel the Robinson-Patman tangle —through the back door if in no other way.

RUSSIAN ESSENTIAL OIL DEVELOPMENTS

It is announced that in the Krim and Azov-Black Sea area 249 hectares are being sown with roses this year. The area under peppermint, anise, and coriander amounted in 1935 to 100,000 hectares, and is being increased by a further 15,000 hectares this year. The coriander grown is stated to yield 0.8 per cent to 1 per cent of oil. The number of factories producing volatile oils is now 18, and there are also 16 distilling plants in operation.

The Siberian pine, the wood of which is of small value for building purposes, has long been used to obtain pine-oil for medicinal use. It is now being increasingly utilized in the perfumery industry, and in particular for the production of artificial camphor, for which it appears better suited than oil of turpentine. For the production of pine oil, twigs 15-20 cm. in length and 3-4 cm. in width are used, being soaked in vats. The vats are capable of treating about 1 ton of pine twigs a day, of which 1-1.5 per cent is turned into the oil. At the present time the oil is being produced in the Soviet Union only in small factories working with one or two vats, and the whole industry comprises 750 works operating with 860 vats. The annual production of pine oil amounts at the present time to about 2000 tons, which is far from satisfying the needs of the perfumery industry and other consuming industries. How far the production can be increased is still uncertain, for the pine reserves of the Soviet Union have not yet been fully ascertained.

SOAPS ON HOLLAND QUOTA LIST

As from July 1st, a quota has been placed upon imports into Holland of all forms of perfumed soap, transparent and medicinal, and of powdered, soft and liquid soap. For three months, not more than 60 per cent of the average import over a like period of last year may enter the country. This measure is the result of recent excessive importing, especially (it is stated) on the part of two unnamed countries. Dutch manufacturers were obliged to reduce their prices to an uneconomic level, and the Government had reason to fear an extension of unemployment among the four hundred workers in the industry.

EMULSIONS

Dr. ALBERT VERLEY of Paris has prepared this exhaustive article on the theory and practice of cosmetic emulsions. It summarizes existing knowledge on the subject and includes original material developed by the author through intensive research. The article is copyrighted and may not be reproduced either in whole or in part without special permission.

—EDITOR

THE study of emulsions is dependent upon colloidal chemistry. An emulsion is the dispersion of one liquid in the midst of another non-miscible liquid. It is generally a matter of oil, or some other liquid insoluble in water, and water.

In an emulsion we distinguish the *dispersed phase* which consists of little globules of liquid swimming in the midst of the other liquid to which is given the name *continuous phase.*

We recognize the existence not only of emulsions of the "oil in water" type. Ostwald first pointed out the existence of "water in oil" emulsions. In reality, such emulsions have been known for ages. Butter, for example, is a "water in oil" emulsion, but only quite recently has the continuous state of the oily phase been recognized.

Conditions of Equilibrium of Emulsions

Aside from the very special case of dilute emulsions which we shall examine later, stability is possible in an emulsion only because of the existence of a third substance dissolved either in the water or in the oil. This is called an emulsifying agent.

The choice of the emulsifying agent is the determining factor in the preservation of the emulsion. Other factors also have an effect, either favorable or unfavorable, upon their stability.

We shall point out very briefly the action of these different factors upon emulsions.

Density of the Two Phases

One opinion, wrongly advanced, is that the determining cause of the separation of an emulsion is the difference in density of the two phases. The oil, for example, separates from the water because its density is lower.

In reality, this difference in density has only a very small effect upon the stability of an emulsion. We might point to non-miscible liquids of equivalent densities, for example the alcoholized water and oil which allowed Plateau[1] to produce his beautiful results in the equilibrium of fluids, or even pure water and a mixture of benzine and carbon tetrachloride. These liquids have no particular tendency to form stable emulsions.

If in the case of an oil in water emulsion, the division is sufficiently great, the particles of oil do not undergo more than a very weak impulsion from the bottom to the top, for their reascent takes place only very slowly.

The study of the distribution of the grains in a suspension of gum mastic gave Perrin[2] one of the finest means of determining the Avogadro number.

It is not the same when the globules group themselves in bunches like grapes. The pressure is then strong enough to bring them to the surface in the form of cream.

Viscosity of the Continuous Phase

Viscosity in the continuous phase is a favorable factor, in general, to the stability of an emulsion. Carried to the extreme, we obtain a dispersion in the form of a jelly. The dispersed globules can no longer move and the emulsion is stable. But in general, this condition, which is really unnecessary (very fluid stable emulsions can be prepared), is never sufficient.

Mechanical Action

Fineness in an emulsion is desirable in many cases. *Everything else being equal,* a fine emulsion will be more stable and its appearance will be more agreeable. The industrial properties will be improved. As examples, an oil emulsion for conditioning leather will be absorbed better, a homogeneous sauce will have more flavor and its sensation on the tongue will be more agreeable, beauty creams will penetrate better, etc.

Fineness is obtained by the use of mechanical apparatus called homogenizers.

It must be said that the fineness of an emulsion is only one of the viewpoints of the problem; that it is not enough in all cases; that it is quite useless if the other conditions are not fulfilled.

It sometimes happens that a very intense mechanical action may bring about the separation of an emulsion by destruction of the protective layer.

pH. (Hydrogen ion concentration)

The stability of an emulsion is in general a function of the pH. In the case of a soap used as an emulsifying agent the greatest stability will be obtained by an alkaline pH of about 10.[3]

Action of Electrolytes

Electrolytes which increase the surface tension in general destroy the emulsion. It has, however, been pointed out (Dubrisay[4]) that a small quantity of an electrolyte may have a favorable action by lowering the solubility of the adsorptive film.

Electric Charge

The dispersed globules in general bear a negative charge which brings about the electrophoric phenomenon.

Concentration

Very dilute emulsions may be stable in the absence of any emulsifying agent. It is for this

reason that such emulsions are called two-phase emulsions.

Such for example are the emulsions of oil in the water of condensation in steam engines.

The distilled waters used in perfumery are also sometimes two-phase emulsions.

Their concentration, in general very weak, may amount to two per cent. The surface tension of such emulsions is practically that of pure water.

The size of the particles of oil is about 10^{-5} centimetres. These tiny dispersed droplets are negatively charged.

Surface Effects—Dispersion

Let us consider a cube of any material one decimeter square. Its surface area would be six square decimeters and its volume one cubic decimeter.

Let us divide it, in fancy, into little cubes, one centimeter square. We would get 1,000 of them each of which would have a surface area of six square centimeters and a volume of one cubic centimeter. Their surface area would then be 6,000 square centimeters, that is, 60 square decimeters, but their total volume would remain unchanged, one cubic decimeter.

By this break down into little cubes having a length, width and height ten times smaller than the original cube, we have multiplied the surface area ten times.

If we could continue this division until we had little cubes one ten thousandth of a millimeter square which is the approximate diameter of the particles of a fine technical emulsion, we should obtain a total surface of six hectares (1,000,000 times the surface of the original cube).

The two phases of an emulsion then are separated by a surface area whose size increases by a geometric progression with the dispersion.

This consideration compels us to inform ourselves better upon the physical chemistry of surfaces.

Phenomena of Surface Energy

A pure homogeneous body consists of like molecules of fixed dimensions.

In the liquid state, although brought closely together by the forces of cohesion, the molecules are in rapid motion one sliding over the other, which to our senses, represents fluidity, the essential property of the liquid state.

Let us examine the condition of equilibrium of these molecules in the interior of the liquid and at the surface where separation of the vapor takes place.

In the interior each molecule is subjected to the attraction of all of the surrounding molecules. This attraction is essentially the same in all directions.

At the surface, each molecule is still attracted by its neighbors, but the attraction of the interior molecules is no longer offset by an external attraction and each surface molecule is subject to a *force directed toward the interior* of the liquid.

The surface molecules are subjected to an attraction perpendicular to the surface and directed toward the interior of the liquid.

There is then on the surface of the liquid a *free energy*. It should act to increase the surface, for it must draw the molecules from the interior toward the surface in spite of the inverse attraction.

The free energy tends then to diminish the surface of liquid-vapor separation.

This is why it is convenient to speak of surface tension as acting in all directions, parallel to the surface and equal to the free surface energy.

Free surface energy due to the forcing of the molecules toward the interior is the fundamental property of surfaces. Surface tension is its mathematical equivalent, but has no physical relation to it.[5]

Surface of Separation of Two Pure Non-Miscible Liquids

The surface of separation of two non-miscible liquids possesses a free surface energy, which tends toward a minimum value.

Antonow's Law. — The interfacial tension between two liquids, mutually saturated, the one with the other, is equal to the difference of the surface tensions of the two liquids taken separately in contact with their vapors.

Surface Energy of Solutions

Many substances, soluble in water, possess the property of lowering the surface tension.

We have seen that the free surface energy of a liquid tends to be the minimum. The same is true of solutions. Here this diminution of the surface energy is brought about by *accumulation* of the body toward the surface which lowers the surface tension.

This phenomenon of capital importance was discovered by Gibbs for use in purely theoretical considerations.

The equation of Gibbs gives the value of this increase in concentration.

Surface Films of Insoluble Substances

A layer of vegetable or animal oil placed upon water extends almost indefinitely over the surface. This well known fact was formerly used to show the great divisibility of matter. This thin layer of oil is sufficient to lower the surface tension.

The first rational experiments on films of oil are due to Lord Rayleigh who exactly measured the quantity of oil necessary to lower the surface tension by a definite amount. He determined the thickness of the layer of oil required to stop the movement of camphor on the surface of water. He found it to be a thickness of 16 Angström units.[6]

Later, other experimenters (Miss Pockels[7], Langmuir [8], Devaux[9], Marcellin[10], Guastella[11], Dervichian[12], Adam, and others) learned to use and measure these superficial films. In stearic acid films, for example, the area occupied by each molecule is 23.5 square Angström units, which closely corresponds to the molecular dimensions determined by X-Ray measurements. The COOH group is turned toward the water with the hydrocarbon chain arranged almost vertically.

Not all insoluble substances produce films. It is necessary that active groups favorable to solution in water exist in the molecule.

We may classify radicals as to their affinity for water according to Adam, as follows:

1. Very slightly attractive groups which do not produce films: $—CH_3$; $—CH_2I$; $—CH_2Br$; $—CH_2Cl$.

2. Slightly attractive groups giving weakly stable films: $—CH_2OCH_3$; $—COOCH_3$.

3. Attractive groups which give stable films, but do not cause a chain of 16 carbon atoms to pass into solution: $—CH_2OH$; $—COOH$; $—CN$; $—CONH_2$; $—CH \cdot NOH$; $—CH_2COCH_3$; $—NHCOCH_3$.

4. Very attractive groups which do cause a chain of 16 carbon atoms to pass into solution: $—SO_3H$; $—COONa$.

Solubility is favored by attractive groups and retarded by the lateral adhesion of hydrocarbon chains.

In effect, alcohols and short chain

acids are soluble in water. In proportion as the hydrocarbon chain increases, the solubility diminishes. Substances having a long chain formation give superficial films.

Adsorption Films

Langmuir[8] was the first, it seems, to advance the hypothesis that the superconcentrated layer of Gibbs was a monomolecular layer, analagous to that of the films of insoluble substances.

This hypothesis has been completely confirmed today for dilute solutions.

Soap Films

The alkaline salts of long chain fatty acids possess very special properties. Their solutions give layers of remarkable thickness whose progressive thinning is not continuous. It takes place in multiples of 50 Angström units. This thickness which is that of the elementary films corresponds to a bi-molecular film whose active groups are turned toward each other (Perrin[3], Lawrence[14]). The layers of soap are acids. The acid-base balance is of great importance to their stability (Mac Bain[15]).

Emulsifying Agents

Today, the stabilizing action of an emulsifying agent is explained by the formation of a stable adsorption film between the two phases. This prevents the junction of the globules under the thermal action of the agitator.

Lowering of the interfacial tension, although it is certainly indispensable, is not sufficient to produce stable emulsions. It is necessary that the adsorption film be solid and that it be resistant to molecular collisions.

For example, emulsions are known, which spontaneously assume such a state of division that they are discoverable with difficulty under the high power microscope, but whose break down is so rapid that within a few days there is an almost complete separation of their constituents.

The minimum quantity of emulsifying agent needed for the production of an emulsion has been studied by several experimenters (Briggs, Griffin[16], Meulen and Riemann[17]). The materials used by them were merely the sodium and potassium salts of oleic, palmitic and ricinoleic acids.

It has been recognized that a monomolecular layer is sufficient to maintain the emulsion. These monomolecular layers are obtained only in the presence of very dilute soap solutions. More stable films giving more resistant emulsions are obtained with more concentrated solutions.

Action of Emulsifying Agents

Certain emulsifynig agents are specially adapted to "water in oil" type emulsions and others to the "oil in water" type.

Rhatuagar gives a list of emulsifying agents classified according to the type of emulsion obtained.

An excellent rule, although there are certain exceptions, is as follows:

An emulsifying agent which is soluble in water favors the formation of the "oil in water" type. An emulsifying agent soluble in oil favors the formation of the "water in oil" type.

For example, sodium soaps which are soluble in water give "oil in water" emulsions. Calcium soaps, on the other hand, give "water in oil" emulsions.

Theory of Oriented Wedges (Harkins, Davies, Clark[18])

Let us consider a monomolecular film of soap. The soluble molecular group is turned toward the water, the hydrocarbon chain toward the oil. If the soap is a salt of potassium, for example, whose atomic volume is considerable, the crowding of the molecules on the side of the active group will be greater than that of the CH_3 terminal group. The surface of the film in contact with the water will thus be greater than that in contact with the oil.

The film will then be convex on the side of the water, concave on the side of the oil, and we shall have an "oil in water" emulsion.

On the other hand, a film of aluminum soap, for example, whose atomic volume is small and which possesses three hydrocarbon chains to one metallic atom, presents the inverse curvature and favors the formation of the opposite type of emulsion.

This theory is insufficient to explain certain experimental facts, but may, nevertheless, express a part of the truth.

The metallic ions are dissociated. They are not bound directly to the hydrocarbon chain.[19]

For emulsions whose globules reach a size of 10 millimicrons and more, the surface of oil-water contact is practically equal to the molecular scale.

Even though the nature of superficial films, which might be the object of very precise experiments, is at least fairly well known, we are still ignorant of the exact nature of the interfacial layer which stabilizes the emulsions.

The Two Types of Emulsions

The nature of an emulsion may be determined by the following methods:

Briggs Method:—The "oil in water" emulsions whose aqueous phase is continuous can be diluted with water; the "water in oil" emulsion can be diluted with oil.

Robertson Method:—An oil soluble color will color an emulsion of "water in oil."

A water soluble color will color the opposite type. On the other hand, "oil in water" emulsions take color much better than the opposite type.

The nature of the emulsifying agent is not the only factor favoring an emulsion of one or the other type. In reality, certain emulsifiers produce a "water in oil" emulsion when warm and an "oil in water" emulsion when cold.

With the aid of the same emulsifier, we can often obtain one or the other type of emulsion, by varying the respective concentrations of the constituents.

Reversal of Emulsions

An emulsion may be reversed, that is to say, changed to the opposite type, by mechanical means. For example, cream which is an "oil in water" emulsion, when sufficiently agitated, turns to butter, a "water in oil" emulsion.

The reversal of an emulsion may be accomplished, as we have seen by varying the temperature or the concentration of the constituents.

Finally, an emulsion may be reversed by chemical means. For example, an "oil in water" emulsion, produced by the aid of an alkaline soap, will be transformed into a "water in oil" emulsion by the addition of calcium chloride, which transforms the original soap into a calcium soap.[20]

Limits of Emulsions

The limits attainable by concentration of the two phases seem to be as follows:

1. For "oil in water" emulsions—99 per cent oil and one per cent water. (Pickering [21]). This extraordinary

emulsion was naturally very thick and very unstable.

2. For "water in oil" emulsions—90 per cent water and 10 per cent oil. (Clayton). The high content in the dispersed phase was much more difficult to attain in this case than in the other.

Evolution of Emulsions

Three phase emulsions exist. Since all are colloids, they tend to flocculation; that is, toward coalescence which is the separation of the emulsion into its constituents.

This fatal evolution may be retarded considerably by a suitable emulsifier.

In practice, an emulsion is considered stable when it retains its character for more than a year.

Thick emulsions (creams, for example) have a much longer life, because the thermal agitation, which causes coalescence, is materially reduced by their viscosity.

Modern Emulsifying Agents

Scarcely a pure substance may be regarded as a good emulsifier. No existing emulsifiers are good in every case. It is well to employ suitable mixtures, produced by specialists, for preparing each emulsion.

This is the reason for the importance developed in recent years by industrial emulsifying agents. This industry, starting in Germany to take care of the needs of the textile industry, has been gradually extended to every technical development.

In cosmetics, the use of emulsifying agents is expanding more and more. They are indispensable for preparing really efficient lotions and modern creams, which tend to supplant the sodium or ammonium stearates formerly used.

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the Old Man with the Lantern

"Nova ratio evulgandi interque se colligandi studia—" Not a quotation from Cicero or Horace, but a twentieth century advertisement for an editorial service from Italy! All in perfectly good Latin, but we can't help but wonder how much good it is in 1936 America. At that, it may be as effective as some recent cosmetic advertising and certainly would do the industry a lot less harm.

Add Harford Powel's "Monuments of Mendacity"—but this one is British, from a London daily. Our respects to Mr. Redgrove who sent it along.


Here It Is Honey!-Now
You Can Captivate The Men
Try This New
4 In One Face Powder With
LECTROSTATIC AFFINITY
for your skin—an affinity like a magnet has for needles or a piece of steel

What a grand time the collectors are going to have, now that the Bourjois appeal favors the government! Not that they haven't been having a grand time ever since 1932.

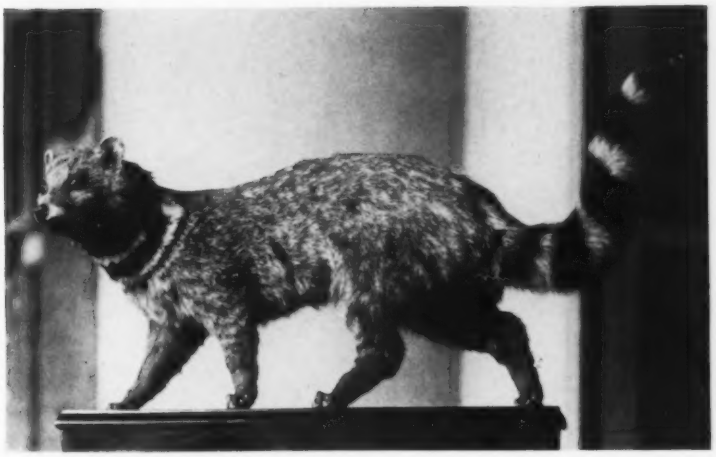
In spite of their good radio programs, cosmetic manufacturers don't seem to be show minded. Lists of exhibitors at the several "Centennial Celebrations" now vying with each other for the public's attention and cash, fail to reveal any cosmetic exhibits to speak of. Have we passed up an opportunity; or are we just showing good sense?

Messrs. Robinson and Patman are both running for reelection this November. Fortunately for them, their districts are not noted for the production of toilet preparations. Wonder how many votes they would collect along Fifth avenue where manufacturers are still wondering despairingly what to do about their "Act."

What amazes us, as we recline in our cavern recovering from a vanished vacation, is the unanimity with which the industry is demanding that Trade Practice Conference. Memory, which at our age oft-times plays tricks, seems to remind us that the predecessor of the T.G.A. split neatly into halves (or was it thirds?) when the conference was originally demanded. Times do change, and fortunately, it is not often that ideas move into reverse.

FREEGIFT PATCHIN

CIVET



VICTOR HASSLAUER *of Paris, probably the world's foremost expert on the subject, writes entertainingly and instructively on the subject of this important base and fixative. He even draws a moral lesson on the virtue of making the most of a very bad matter. Our thanks to* GERARD J. DANCO, *president of Gerard J. Danco, Inc., New York, for a translation which retains much of the savor (?) of the original French.*—EDITOR

OF all the natural perfumes, civet is assuredly the most "contradictory." All those who have smelled it in its "natural" state will understand me. It has an odor *sui generis* so characteristic, and so "resembling," that those who have sniffed it once can never again be mistaken.

For him who has never tried the experiment, it will be surprising to learn that the substance is a *perfume*, and an expensive one in great demand at that.

In reality, the ticklish olfactory effect of civet concerns only the raw product. Mixed in a much diluted state with other odoriferous materials, it loses its nauseous character and becomes one of the bases of perfumery "de luxe."

Civet in its "natural" state is a soft, paste-like substance, of a color which may vary from a dirty yellow to a dirty brown. The air oxidizes it readily. Neither its color, nor its appearance can drive away the equivocation which the odor produces on the wary nose.

It would be ungracious on my part to insist. Let us look at it from the scientific point of view. Here everything is only "order and clearness," that is to say, the whole thing is merely a chemical product of definite physical constants. Civet melts at 36-37° C. without clearness.

It is composed of fatty matters containing fragrant substances, among which we find scatol—a product that can be manufactured synthetically—and a certain insoluble and not well defined part amounting to from 3 per cent to 6 per cent, according to the origin of the product. This part, insoluble in all organic solvents, is of a very variable nature. It is chiefly formed of fragments of hair and grains of sand, which, in this proportion, do not constitute a fraud. On the contrary, their total absence would indicate that the product had been artificially adulterated.

With the exception of these residues, civet must dissolve completely in a mixture of equal parts of ether and 96 per cent alcohol. The optical rotation of this solution is almost nil.

The main odors can generally be divided into two parts by steam distillation. One obtains one part composed of scatol and other products of a nauseous odor and a residue, the undistillable part, composed of products having a musk odor.

The analysis of the different portions shows clearly that civet must be classified in the category of animal waxes. Like these, it contains cholesterin. It absorbs water, giving a stable emulsion, the same as the wax of wool fat does. Knowledge of this composition allows one to determine chemically whether the civet is almost pure. In fact, it follows from the analysis of numerous samples, that natural civet should not contain more than 6 per cent of matters insoluble in cold benzine. In a sample which showed 18 per cent insoluble, it was found that the latter was composed in great part by talc. In cold 96 per cent alcohol, civet should not show more than 45 per cent insoluble parts. We have mentioned already the proportion of insoluble matters in a mixture of alcohol and ether. These tests are easy to make.

If one is better equipped, one will be able to determine the various indices. For instance, the proportion of fatty acids should not be higher than 60 per cent and the saponification index should be higher than 100 (good qualities, 140 and even up to 180).

The refractive index must range between 15 and 20. The sample adulterated with talc gave 25. Without doubt the talc was not the only adulterant and a product soluble in alcohol must have been added; for it is to be noted that these various indices correspond to the part of civet soluble in cold 96 per cent alcohol. It may also be noted that the part which is insoluble in alcohol, must yield—after having been dried on a water bath and thereafter

Photograph of Northern Civet Cat—Courtesy American Museum of Natural History

Sumatra Civet Cat

in vacuo—a brown product with a 58-59° melting point.

None of these figures is absolute. They correspond to a number of samples taken as types. Civet is, indeed, a very complex material, which has to be judged by the nose—just too bad! —rather than by the scales or the graduate.

This lack of precision in the examination has not failed to induce fraud. We have seen that, in its natural state, civet contains hairs and sand.

These, as well as talc and all other inert matters will be disclosed by looking for insoluble parts. But it is more difficult to bring in evidence of lanolin, glucose or other animal waxes which may be contained in adulterated civets. And even more difficult is the search for a fraud of which I will speak in covered words. I have said that in its natural state civet contains scatol, a product the name of which is sufficiently reminiscent of the odor it spreads, a current product manufactured synthetically and sold at a reasonable price. It would have been very natural to think of loading civet with it. But synthetic scatol has not the same finesse as its . . . . etymology. To throw the searchers off the scent, some shrewd traffickers have tried to come closer to nature, and more shrewd even than you can imagine, they have not taken . . . just anything at hand.

Don't laugh, this is the most embarrassing case! . . .

Do I have to remind you that chemists have succeeded in manufacturing synthetically a cetonic body which shows approximately the composition of civet? It is a product which could claim, like all the others, to replace the natural product . . . if the natural product did not exist.

In reality, if olfactory examination does not discover the proportion of natural civet contained in a sample, it nevertheless permits an estimation of its odoriferous qualities.

There is civet and civet, just as there is wine and wine. A connoisseur will not be misled more by the olfactory test about the origin and the quality of a civet, than does the taster of wine about the origin and the vintage of a "cru." But this demands great practice . . . and a well-balanced stomach.

Practically, civet is used in almost infinitesimal doses and the slightest excess results in catastrophy. For him who knows how to handle it, it is a choice product which bestows upon the perfumes the warm note, the animal note so appreciated by many women.

The action of civet is exhilarating, it fixes and gives to the compounds that which, when talking of wines, is expressed by saying that it has "body." Much cheaper than natural musk, its price is still relatively high.

The perfumer who cannot claim to have for all raw materials—especially for civet, which is so cleverly adulterated—the sense of smell of a specialist, will always do well to attach less importance to the price of the merchandise than to the conscience and the reputation of his supplier. The cheap is always expensive, and this more so when there is no question of having to buy at the weight in gold. But I note that I have spoken of the product called civet without having mentioned wherefrom it is derived.

Civet is a word emanating from the Arabic *Zabad*, which means: musk.

Civet is secreted by the animal of the same name in a glanduliferous bag carried in the perinæum. This secretion is common to both sexes. Nevertheless it is claimed that the males yield more than the females, but that the secretion of the latter is much more odoriferous.

Civet is the name of a species of animals comprising several kinds; the civets, properly so called on one hand, and on the other, the genets and the "mangoustes" (also known under the name of ichneumons). From the point of view of perfumery only the first kind is interesting.

The real civet is a small animal, a carnivorous mammal, of the *viverra* family. It has the size of a fox, with a less pointed snout, the ears rounded and short, and long whiskers. The body is slender and elongated. Upon the middle of the neck and the back there is a mane which bristles up when the animal is angry. The pelt is of a dark greyish brown, variegated with blackish brown spots.

The name civet was known in the remote ages and was used to designate the perfume before it was applied to the animal. In former times, great quantities were used, because not only was it fashionable to scent one's self without discretion—to the point of stinking—but moreover civet was freely used in medicine. It was enough that a product had a somewhat strange origin, to endow it with curative powers.

Buffon was the first one to remark that of the civets, which were known at that time, some had a mane, while others had none. The name of civet was given to the former category, and the name of zibeth, to the latter.

In their wild state the civets have a fierce and even ferocious nature. Taken when young, they are easily domesticated. Belon and Scaliger have seen some that followed their master everywhere, submissively, and would let anyone handle them, just like kittens.

As in the case of silver fox, the ostrich, the snake and the cayman, man has found that it is easier to breed civets so as to have them on hand, rather than to run after them, and by doing so, to reap the maximum of profit. The poor civets, to which you owe, ladies, a charm to add to your charms, live mostly in cages.

The original habitat of the civet is Middle Africa. Civets abound in Guinea and Abyssinia. The choicest product comes from the latter country, in the region of Addis Ababa. In the Middle Ages, the Arabs acclimatized the civets in Malaysia, the Moluccas as well as in India. The animals now found in these countries are mostly all of them modified forms of true civet and seem rather to belong to the zibeth variety. Nevertheless, the civet can live in our climate, but it does not breed here.

It may, however, be mentioned—as a matter of curiosity—that, formerly, there was in Lisbon, a breeding-farm of civets, which, it is said, yielded large amounts to the breeders. . . . This was a very long time ago. . . .

The gathering of the odoriferous secretion is done from the animals themselves; two or three times a week, the contents of the glandular bag are extracted by means of a small wooden scraper; each operation yields from 3 to 4 grams. It seems that this secretion can also be gathered from the rocks frequented by the wild animals, because, when the secretion is too copious, the animal expels it itself.

It has been claimed that the gatherers mixed sweat of the animal with the secretion; this sweat, it seems, has a musk-like odor. This is rather improbable when one bears in mind the difficulty of the operation and the small quantities that could be secured.

The domesticated civets must be well nourished if one wishes to obtain a copious secretion. They must also be kept very clean.

It is said that during the expedition in Egypt, the King of Darfour made a present to our generals of four civets and that he told them what means the natives used to increase the weight of the secreted product. They place in the secretion bag a pat of butter; then they shake the animal, hanging it by its feet, beat it, and excite it in every way. This "ill treatment" increases the secretion which impregnates the pat of butter and mixes with it. All is then drawn out and the trick is replayed.

This article would not be complete if we did not draw from it the philosophical lesson it contains:

"As the fragrant perfume is at the bottom of the nauseous odor, so there is no fault that cannot be disciplined to cause it to produce sometimes the effects of virtue."

desiderata

by MAISON G. deNAVARRE

■ **FREE BULLETIN SERVICE** The second of the series of free bulletins to be furnished to readers of this department has been prepared. It deals with the important subject of *Wetting Agents*. Requests for it should be sent promptly to the Editor.

It was orginally intended that readers of the department could register once and thereby receive each of the bulletins as they appeared. Owing to the fact that the bulletins themselves will cover widely different subjects and to the expense involved in their production, it will be necessary to limit the service to those actually interested in each particular subject. Accordingly, if you want the bulletin on Wetting Agents or the bulletin of July on Sun Tan Preparations, they must be requested separately and specifically. In other words, *a separate request must be made for each bulletin as it appears.*

■ **BLONDES & INFECTIONS** The *Journal of the A.M.A.* says this about the susceptibility of blondes to infection. "Their skins are apt to be drier as well as of finer texture and thinner than ordinary skins. They are therefore more easily irritated . . . by sunlight or cold wind, and the slightest inflammations thus inaugurated reduce the skin's resistance to infection. The dryness of the skin means that its protective layer of lipoids is deficient, and this may coincide with a deficient power of producing resistance to infection." This is another way of telling you that making your cosmetics "sterile" or "antiseptic" as some like to call it, makes for greater safety to all users. The covering of the skin with a film of fats and water is very conducive to the propagation of bacteria, and by the same token—infection.

■ **TESTING COSMETICS** All sorts of gadgets have been devised for testing the mechanical properties of cosmetic creams and lotions. And now we have probably the first scientific method of measuring the changes taking place during the *rubbing on* of a skin cream or lotion. Lloyd, Ostwald and Erbring describe the instrument and results they obtained with it in an article translated by Dr. S. Waldbott, in the *Jour. A.Ph.A.*, 25, 386, 1936. The instrument measures the "sliding effect" and not the viscosity. Anyone interested in determining the property mentioned will suffer quite a loss in not reading this article. It is one way of standardizing your finished products, as well as controlling them. You know exactly what the "sliding effect" is in each batch. An excellent article by internationally known scientists.

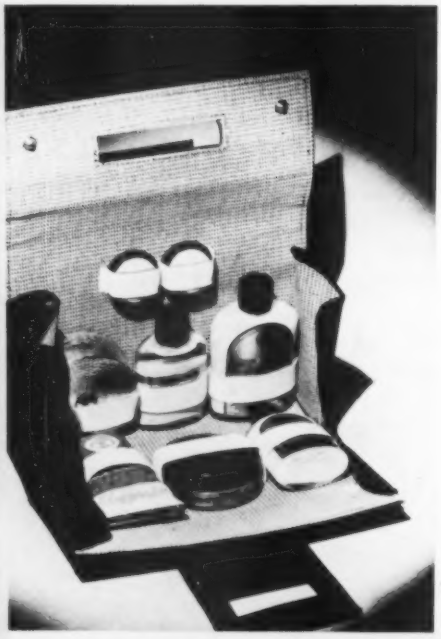
■ **GLYCERINE BRIGHTENS** Anything made of rubber can be painted with a dilute solution of glycerine and brighten up as a result. Try it on tires, flooring, etc., says *Chem. Industries*, a contemporary journal. It gives them a new, shiny appearance. Also, wipe door knobs and other fixtures with this solution prior to painting, and you will have no trouble wiping off paint spots. It is easier to clean than vaseline, which is also used for this purpose.

■ **IRRADIATED LANOLIN** It will interest the manufacturers of vitamized creams using an irradiated lanolin, to learn that Topelmann & Schuhkneckt tested irradiated lanolin and other woolfat preparations for the presence of vitamin D. *Neither before nor after irradiation did any of the products show the presence of vitamin D on spectroscopic examination.* Thus, users of such irradiated products as sources of vitamin D in their cosmetics had better check them or difficulties may ensue.

New Products and

by MARY L. GOODMAN

SPECIAL RECOGNITION: One glance at this smart bottle from Maison Jeurelle—Seventeen immediately identifies the perfume because of the little frosted gardenias cut into the corners of the clear crystal container and the decided gardenia note in the odor. There is no label on the bottle but the word "Jeurelle" is cut into the heavy square glass stopper. The box with dais base, is white trimmed with gold edges, and has a gardenia embossed on the top of the cover.



1

1

HELENA RUBINSTEIN: This attractive "Beautility Bag," comes in white, red, black and brown polished fabrikoid with contrasting washable tweed lining. It is especially suitable for traveling because of its convenient handle and flat bottom, and contains compartments for eight beauty preparations of generous size.

2

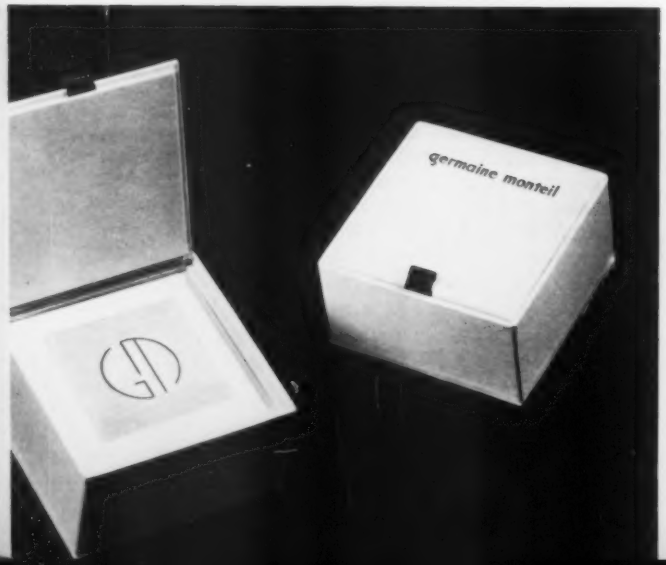
GERMAINE MONTEIL: Here is an introductory box of face powder designed in keeping with the other items in this line. The powder is blended to a consistency for all types of skin, and is mildly scented with a pleasing odor. It is available in ten shades which are divided in three family groups, the flesh family, the rachel family and the sun family. The box comes in beige and brown with a hinged cover and brown satin tab.

3

LENGYEL: New dusting powder, scented with the fragrance of the company's popular "Essence Imperiale Russe." The package carries out the familiar Lengyel design in red, gold and green, while the cover is in blue, gold and green with the characteristic Russian label in the center. A luxurious puff is included in the box.

4

PARFUMS WEIL: No, this is not a seltzer bottle! It is an amusing and ingenious container for "Eau de Cologne Carbonique," and the pressure top ejects a bubbling carbonated cologne which adds stimulation and freshness to the product. This offers an entirely new means of applying eau de cologne to the skin, and the atomizer will undoubtedly find it a keen competitor. The bottle is of thick emerald green glass with a syphon head of green gold leaf and has black and gold labels. This product is available in the company's three popular odors, "Bamboo," "Zibeline" and "Cassandra."



2

3

Packages

5

SENSATION COSMETIC: Both sizes of "Raydence," the make-up preparation which combines toning lotion, powder base and face powder, are now similarly packaged in opal bottles with black and silver labels. The larger size has a silver metal cap, while the smaller bottle comes with a black molded closure. The rouge and lipstick have just been introduced in five distinctive colors to harmonize with the various shades of the lotion. Both items are packaged in metal containers with black base and shell pink covers, separated by a silver band.

4

6

DELETTREZ: In order to introduce its corrective skin preparations for home treatments, this company is featuring a set of five items in miniature size, packed in one carton with full instructions for their use. There are six different sets for various types of skin, and each set contains three creams, a skin tonic and face powder. Package ensemble designed by Ben Koodin.

8

PARFUMS CHARBERT: Here is an After Shaving Lotion, typically masculine in design and appeal. The flask bottle has a shaker top and gold metal cap, and is tightly enclosed in a case of simulated brown leather, offering a container equally well adapted for both traveling and home use. The lotion is scented with "Of Thee I Sing," a delightfully cool and refreshing odor, endorsed by William Gaxton, star of the musical comedy by that name, whose photograph is shown on the gold metal label.

6

7

RICHARD HUDNUT: A new treatment cream for extremely dry skin, especially designed for the care of the throat-line and neck is this "Derma-Sec Formula" just introduced. It is a delicately scented oily cream which the company claims will overcome dryness, crepey throat and lines, and improve tone and color of the skin. The container is an attractive white opal jar with rose and silver metal cap, and front and back labels in the same color scheme.

9

PARFUMERIE DE RAYMOND: This company is also now featuring an eau de cologne perfumed with its popular "Mimzy" odor. It comes in a tall round bottle with gold metal cap and has a gold label with trade mark design and printing in red and gold. A gold transparent wrap covers the entire container.

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LE BARON BALTIQUE: A new addition to this men's line is a non-perfumed deodorant packed in a navy blue tube with the "No-Kap" closure. (Incidentally, this particular closure seems to be used on most of the new tubes which come to our attention and we believe adds materially to the usefulness of the container). The name of the product and trade-mark are printed in gold on front of the tube and gold type on the back particularly stresses the fact that this is a product for men.

14

GASTON DE PARIS: An Eau de Cologne is the latest addition to this line. It has the cool and refreshing scent characteristic of Gaston's products and is simply packaged in a square bottle with a blue screw cap. The name of the company and the name of the product are embossed on the front of the bottle in the same color as the cap.

10

NORTON LABORATORIES: A new type of powder box has recently been offered by this manufacturer. They are made of colored plastic material, filled and sealed in the conventional way, with a molded base ring fitting snugly to the bottom of the paper drum without cement, the cover sliding over the top of the drum. Photograph courtesy General Plastics, Inc.

11

BARBARA GOULD: This is a new and unusual scientific skin cream which the company claims has been irradiated by special ultra-violet ray apparatus and contains atomic oxygen and certain oils which serve as normalizing and energizing agents for every type of skin. It is available in two sizes, and comes in white round jars with buff and red labels. The metal cap is also buff colored on the top with a red edge bordered by silver. This product is included in the company's new basic treatment sets for both dry skin and oily skin.

12

LORMAC CORP.: This container of molded material, available in 12 different colors, is a new handbag accessory for the application of perfume. It holds a half dram of perfume, and a touch of the tip releases a single drop. It is called "Parfumette" and the company claims that the ball bearing tip gives perfect protection against leakage.

15

TAISHO PHARMACEUTICAL CO.: These attractive and interesting "double-duty" containers are used by this Japanese firm for its "Sankyo" toilet cream. The body and top of the jars, including the molded flange closure, are of red "Bakelite," while the base is black. A bright metal inlaid design with the name of the product is molded into the cap. Within the molded container is an opal glass jar which holds the cream. This progressive house is offering a molded black base to each purchaser of two jars of the cream, and when the jars are empty, they may be used as a very attractive desk set. Photograph courtesy Bakelite Corp.

15

Not Illustrated

DAGGETT & RAMSDELL: This company has just introduced "Perfect Brilliantine" as a companion product to its shampoo. In keeping with other D. & R. products, this is packaged in a tall glass bottle with black molded cap.

HERPICIDE CO.: A new combination package, consisting of hair tonic and shampoo, and including a massage applicator has just been placed on the market. The containers are tall, round shaker-top bottles with metal caps. Bottles by Owens-Illinois Glass Co.

LENTHERIC: "Boursette," a new formal bag for evening, is one of the first Christmas gift items offered by this concern. It is available in white brocade threaded with gold, and black brocade threaded with silver, and is fitted with a double vanity and lipstick in platinum and gold finish and purse flacon of "Miracle" perfume, as well as comb and mirror.

PINAUD: A new gift box for men includes lilac vegetal, talc, and wood shaving bowl, all decorated with the familiar Pinaud label of its men's line. Eau de Cologne and Royal Lavender in crystal cut flacons are also offered in attractive gift packages for women.

AR. WINARICK: A gift set consisting of "Jeris" scalp tonic and shampoo, and a hair brush, has just been introduced by this company. The containers are tall, square bottles with molded screw caps. Bottles by Owens-Illinois Glass Co.

YARDLEY & CO.: Two new cream rouge shades, "Vivid" and "Poppy" have been added to the company's line, which now total five, to match the respective lipstick shades offered by this house. These come in the regular Yardley glass jars with black "Bakelite" screw caps. A make-up chart is included in the package suggesting the correct shades to use for various types of skin.

17

16

LENTHERIC: This new men's set, a masculine version of the company's "Three Silent Messengers" for women, is called "The Three Musketeers" and consists of after-shave lotion, eau de cologne, and scalp stimulant in triangular-shaped flacons which fit together in the base of the box. These containers are beveled across the front for the gold metal labels and have gold screw caps. The box cover is beige with a band of reddish-brown around the top, and is appropriately designed with illustrations of "men at play" sketched in shaded crayon.

17

WALKER-EBERHARD: This company recommends its "Bain du Lait," a white milky liquid, as a substitute for soap, which may be used to good advantage in the bath, for the face and hands, and as an effective deodorant. It is packaged in a long-necked curved bottle with black molded cap, and silver and black label. A label on the back gives directions for its use.

18

PACINI LABS: Two new creams, one a nourishing and the other a cleansing cream, called "Angel Skin" which the company claims contain "Vitamin F," have just been introduced for dry skins. Both creams are offered in two sizes, and are packaged in opal jars with black molded caps.

19

STRAWBRIDGE & CLOTHIER: This Philadelphia department store is capitalizing on the publicity and interest now being shown in "Vitamin F" by sponsoring a soap which it claims contains this ingredient. A certificate attesting this is enclosed in each box, and each cake of soap has "Vitamin F" on one side, and the store name on the other.

Bourjois Loses Tax Appeal

Circuit Court of Appeals holds sales to affiliated sales company "not at fair market price." Decision is based on trade mark ownership which is held to be a unique element in the price of the merchandise, distinguishing the products from similar articles not carrying the brand names. May be a precedent in similar cases of other manufacturers.

BOURJOIS, INC., lost its appeal in the celebrated tax case against the Collector of Internal Revenue, through a decision handed down by the Circuit Court of Appeals for the Second Circuit. The decision of the lower court holding for the collector was affirmed. This means that the company and possibly other companies, whose sales set-up is the same as that of Bourjois, are liable for taxes at the prices charged to wholesalers, outside their organization. It bars, in parallel cases, the payment of sales taxes on the prices charged by a manufacturing company to its affiliated sales company. It must be remembered, however, that the decision will be a precedent only in cases which are strictly parallel, and may not be in cases where other elements enter into the situation.

Judge Chase in his opinion admitted fully the contention of Bourjois regarding the character of the merchandise, the fact that the formulas were not exclusive and similar merchandise was sold and could be sold by others. He held, however, that ownership of the trade marks under which the goods were sold, differentiated them materially from such similar products. In the opinion of the Court, such trade mark ownership was an important element, if not the controlling factor, in the price which the public would pay for the merchandise. Accordingly, the Court held that the market prices of similar merchandise did not constitute a "fair market price" for the merchandise sold by Bourjois under its well-known and established brands.

Covering this point, Judge Chase said in his opinion:

"But it was also proved that when by advertising, or otherwise, a trade name had been established as a mark of distinction under which such articles were in demand for sale to the retail trade it was customary to charge for them whatever the traffic would bear and that the demand for them at such prices was great. The appellant owned exclusively the right to control the sales of its products under the well-known and valuable trade names used in their sale.

"From all this it appears that the real issue here is what is meant by the fair market price in Sec. 619 (b) (3) of the 1932 Act above quoted and whether 'the price for which such articles are sold, in the ordinary course of trade, by manufacturers or producers thereof, as determined by the Commissioner' as provided in Sec. 619 (b) has been properly found and given effect. For it is both clear and undisputed by the appellant that its sales to its wholly owned subsidiaries were not through arm's length transactions. And it was, consequently, a case calling for the application of a price determined by the Commissioner to be that prevailing in the ordinary course of trade.

"There are two aspects to the problem. If we are to treat the products of the appellant as merely the equivalent of commodities composed of their ingredients mixed or blended into toilet preparations suitable for sale and use as such, there can be no doubt that the evidence shows that the appellant sold them to its sales corporations at the fair market price. There was ample proof that no secret formulas were used and that other similar manufacturers, not owning trade names, could and would make them for anybody for the same prices. In this view of the matter the question of price in the ordinary course of trade under Sec. 619 (b) would not arise for even though the sales to the sales corporations were not arm's length transactions they were not 'at less than the fair market price' so as to fulfill the other condition of Sec. 619 (b) (3).

"But to take the appellant's products as mere unnamed brands, mixtures, or compositions salable to the trade as such at the time the appellant sold them is to ignore the very thing which gave them their peculiar sales value. That is, the trade names under which they were sold not only eventually to the wholesalers, retailers and consumers but by the appellant itself to the sales corporations. In September, 1932, no change had taken place, so far as shown to vary the prices at which the appellant could sell its distinctively named products. The only change had been the creation of wholly owned subsidiaries to which it was willing to sell at lower prices than it had been obtaining and presumably could have then obtained had it seen fit to do so. Its own previous business experience right up to the time the sales corporations were created had established the fair market price for its distinctively named products and the Commissioner was justified in determining that in September, 1932, there being no change in market conditions, but simply a change in selling methods, the fair market price of these same products continued to be what it had been immediately preceding the change in the method of selling. Especially is this

so since it was proved that the sales corporations sold the products in September at the same prices the appellants had previously sold them. So the sales to the sales corporations were not only not arm's length transactions, as all now agree, but were justifiably found to be 'at less than the fair market price.' "

It has not yet been decided whether to seek a review of the case by the United States Supreme Court. In the opinion of competent authorities, it will be difficult to induce the Court to review the decision, since it is almost wholly based on findings of fact and not findings of law, a class of cases not usually reviewed.

by
DONALD S.
COWLING

***Mr. Cowling, our Merchandising Editor, here presents facts and ideas of interest to the manufacturers. We may not always agree with his conclusions and perhaps you, as readers, will also have different viewpoints. A Blackboard is a place where problems are set down to be discussed and solved. Whether you agree or disagree, Mr. Cowling will always be glad to have your views or to comment on problems of your selection. Write him.*—EDITOR.**

THE PASSING OF THE BIG HEART

Indications are stronger every day that the buyer's market of the past few years is easing off into something more nearly resembling a seller's market. We don't mean, of course, that we're going back to those days of frantic demand when the firm which could deliver the goods could virtually write its own order, but there is a feeling in the stores today about receiving merchandise that is considerably stronger than acquiescence. Shoppers are beginning to resume the pleasant custom of cruising up and down the aisles looking for something new and different.

During the past few years there wasn't much "shopping" done in toilet goods sections — women went there with a definite purpose in mind, to buy the thing that they felt they must have, even though the family dined on hamburger instead of porterhouse that night.

But now, with this feeling abroad that if it looks good they'll buy it whether it is actually needed or not, buyers are keener for lines and items that move, and they're in a better frame of mind to listen to the producer's side of their mutual transactions.

This being so, why isn't this a good time for producers to begin to think about getting back in line on discounts and demonstrations and advertising allowances and kindred lagniappe?

One of the biggest lines in point of sales that this country ever saw, scheduled its discounts like this:

Less than dozen lots, 20 per cent off retail price.

Dozen lots, 25 per cent off retail price.

In quantities of $500 *net*, 25 and 5 per cent off retail price.

On certain items at certain times of the year there were free goods deals of two dozen free with a gross, and that meant two dozen free with a gross; not two free with a dozen.

Well, those days are gone forever, of course, but at that the sales manager of that line would turn over in his grave could he see the discounts of 50 per cent and better, consignment stocks, paid demonstrations running on discounts of 33 1/3 and 10 per cent, and all the other highly big hearted practices of some producers today.

It isn't necessary to spring out suddenly and startle all you customers into automatic resistance. But a little studying of discounts, for instance, will show where they can be put on a basis of being earned. It isn't necessary any longer for the producer to give his shirt with every order. Make the customer appreciate that extra 10 per cent, if you want to give it. He can earn it these days, and he'll do it without more than momentary unpleasantness if the proposition is properly presented.

POP STEPS UP TO THE TOILET GOODS SECTION

If someone had told me when I was in the tire business that I would live to see the day when I would be voicing a plea for more toilet goods for men I'd probably have wrapped a tire iron around his proboscis.

But in voicing this plea I'm now passing on what I hear from toilet goods buyers everywhere. "Give us men's lines," they cry. "Give us colognes, lotions, soaps, shaving bowls, sachets—yea, even perfumes, to fill the demand that is growing every day."

Well, there are men's lines now on the market, good ones, too—all those items just listed, singly and in sets, and we have yet to find anything the matter with any one of them. But in all faith the situation now is that of the girl's friend who couldn't give her a book because she already had a book. There are creams on the market, and colognes, and perfumes galore, and that pleasant condition has existed for some years, but you may count that day lost whose low descending sun sees no new cream or perfume launched. There's always room for one more, and most emphatically today is there room for many more items made expressly for men.

One of our very good friends who daily signs substantial orders for one of our biggest department stores said to me only last week "If you're smart," said this signer, "and I'm only guessing now, because I've never observed any indication in that direction — if you're smart, you'll have a good man's line made up for you, and you can go out and make a fortune with it."

There's no room here to go into the question of how or why or whence this lively and fast growing interest in toiletries for men. We've been predicting it for years, and for years have we been a voice howling in the wilderness. But it's here now, and we venture another prediction. And that is, that it's here to stay.

COLORS *in* COSMETICS

R. P. COLE, *Chief Chemist of Eaton Clark Co., and* **M. G. DE NAVARRE** *continue their study of this important subject. The next article will conclude the first section of this work. In early issues certain specialized applications of colors will be discussed by the same authors.*—**EDITOR.**

ALCOHOL is sometimes used as a preservative for dye solutions, and it is found that a precipitate forms in such solutions. This is due to the difference in solubility of the dye in alcohol as compared to water.

From the Table of Solubilities it will be seen that as little as 10 per cent alcohol greatly affects the solubility of some colors. Temperature too affects solubility in most cases.

TABLE OF SOLUBILITIES**

Certified Dye	Ozs./Gallon in Water at 70° F.	Ozs./Gallon in Water With 10% Alcohol	Ozs./Gallon in Water at 34° F.
Orange I	4.25	4.25	3.0
Ponceau SX	9.50	5.0	4.0
Ponceau 3R	15.0	8.0	8.0
Tartrazine	17.5	12.0	5.0
Amaranth	18.0	9.25	12.0
Sunset Yellow	23.0	8.5	12.0
Fast Green F.C.F.	23.0	18.0	...
Brilliant Blue F.C.F.	25.0	25.0	...

**According to Warner-Jenkinson Co.

Use distilled water in making stock solutions. Standard strengths of dyes should be made, such as 1 in 20 or 1 in 100 as the case may be.

Pigments

Pigments are color bodies, insoluble in water, alcohol or oil. Some are *transparent*, others *opaque*. The two terms are relative. No pigment is completely transparent, nor completely opaque.

When colored pigments are mixed with white pigments, and the colored material is of smaller particle size, the colored pigment surrounds the white, producing darker tints. If the colored pigment is coarse, the shade is lighter. Hence the importance of careful particle size control of these materials when used in tinting face powders, or other colored make-up.

The two methods of mixing colors apply to pigments as well as to colors in solution. These are the subtractive and the additive. Both are considered in greater degree in Volume 2 of the *I.P.I. Color Monographs*. This interesting work on color also considers the other many factors that influence color.

Pigments are of three different types: (1) Color Lakes; (2) Chemical and (3) Earths. Each type is discussed in greater detail.

A color lake is an insoluble body made by precipitating certain coal tar dyestuffs from aqueous solution. A color lake is formed when the sodium or potassium of a coal tar dye molecule is replaced by other metals such as barium, calcium or aluminum. The lake so formed is insoluble in the usual solvents. Sometimes the lake is precipitated on a carrier or subtrate, such as aluminum hydroxide, barium sulfate, kaolin or talc. Acid dyestuffs give this kind of lake. Another type of lake is given by basic dyestuffs; but here, the precipitating agents are usually tannin, sodium phosphate, tartar emetic, etc. A so-called lake is formed when a water or spirit soluble dye is adsorbed on some inert pigment. Kaolin or talc is commonly used for this purpose. Kaolin, however, adsorbs only positively charged dye particles, commonly known as basic dyes. Dyes used in this form are tartrazine, erythrosine, eosine and others. Some colorists recommend this type, but unless the lake is carefully made, there is a tendency to bleeding of the color, especially when applied to the skin in face powder.

Toxicity of color lakes, according to Redgrove, (*Pharm. J.* **81,** 533, 1936) is dependent upon four distinct factors: "(a) the dyestuff may be essentially toxic; (b) the precipitant used may contain a toxic ion which is transferred to the dyestuff; (c) the substrate may be toxic; and/or (d) the lake may contain toxic impurities introduced at any stage of its manufacture." Barium and lead lakes are not safe for cosmetics. Aluminum lakes are most desirable, on carriers such as aluminum hydroxide, colloidal kaolin and talc. ochres, zinc whites and some natural clays.

A few ordinary lakes are: Brilliant Pink, Scarlet, Brilliant Red, Maroon, and Geranium.

Aluminum lakes are transparent, and if the other pigment in face powder for instance, had the same refractive index as the transparent pigment, then the color manifested would depend a lot on the color of the skin underneath. But the pigments are sufficiently opaque and the color particles small and numerous, so that light is reflected before it passes through the powder film, and will be seen as the shade intended. If the cosmetic in question (rouge for example) is sufficiently opaque, the color seen will be only slightly dependent on the thickness of the film ap-

Photographs of Spectra by T. J. Hanwick, Polytechnic Institute of Brooklyn

plied or, the skin color underneath. Thus, lakes used for face powder can be transparent; while rouge and lipstick lakes must be opaque of themselves, since no other reflecting media are present.

A still different lake can be made by synthesizing the dyestuff from intermediates directly on the base. An example of this type of lake is Para Red (C.I.44), which is in substance, coupled diazotized para-nitro-aniline, with beta naphthol.

A complete discussion of lakes would require a volume, even if the information were freely available (since manufacturers divulge neither the formulas for their lakes, nor the methods of manufacture). Until more information on color lakes becomes available, cosmetic manufacturers will have to purchase them from reliable sources.

Chemical Pigments

Chemical pigments are made synthetically, either by the interaction of various chemicals resulting in a precipitate, or the roasting of chemicals with special treatment of the residues.

Black is a descriptive name for *gas black, lamp black, carbon black, vegetable black, bone black*, etc. These black pigments are forms of carbon with slight impurities. They are made either by incomplete combustion of oils and other organic matter, or by heating organic matter such as wood or bone, in closed retorts at high temperatures, with subsequent manipulation to give the required grade of pigment. Carbons are used in make-up cosmetics, such as mascara.

Ultramarine Blue has a variable composition, and is believed to be a double silicate of sodium and aluminum with traces of sulfides. It is alkali stable, but breaks down even in the weakest acids. It is used to some extent in soaps.

Synthetic Ochres are made by precipitating iron salts with some alkali, washing and drying. These are several times stronger than natural ochres, and are gaining favor among cosmetic manufacturers.

Cadmium Sulfide is a brilliant yellow-orange pigment, recently used in cosmetics, but only to a small extent.

White pigments comprise a rather extensive set of materials used in various cosmetics. The important ones are zinc oxide, titanium oxide, zirconium oxide, magnesium carbonate and oxide, tin oxide and precipitated chalk. White pigments are used in many types of toiletries.

Most other chemical pigments find little use in cosmetics because of their high toxicity. Among the commoner *dangerous* ones are: Prussian Blue, Chrome Yellow and Vermilion.

Earth or natural earth pigments have been used by man since time immemorial for self adornment. The earths include a comprehensive list of pigments, but only the most common ones are considered.

Umber is a brown powder, containing iron oxide, aluminum, silica, lime and manganese. There are two kinds, raw and burnt umber. Burnt umber is raw umber calcined. The color of umbers is dependent on the calcining and the amount of manganese dioxide and iron oxide. Raw umbers run 25 to 45 per cent ferric oxide. Burnt umbers run from 40 to 55 per cent ferric oxide and from 5 to 18 per cent manganese dioxide.

Sienna is a brown colored manganese-iron ochre. Burnt sienna, is an orange-brown pigment, made by careful calcination of raw sienna. Raw sienna contains from 20 to about 80 per cent ferric oxide. Burnt sienna contains from 30 to 70 per cent ferric oxide.

Bole, also known as Armenian Bole, is a natural iron-aluminum silicate. It has a reddish color, is soft, unctuous and adhesive.

Ochre is a generic rather than a specific name. Ochres are composed of ferric oxide hydrates, with clay and other siliceous matter, in a fine state of mixture. They contain from 2 to 24 per cent ferric oxide. Raw ochre exists as a yellow, brown or red pigment. Calcining improves the color value, the yellow variety giving very good red shades on calcining. Synthetic ochres are not natural pigments, and are mentioned under chemical pigments. These are replacing rapidly the natural product because of the absence of extraneous and siliceous matter.

Rouge, Fe_2O_3 (This is not to be confused with finished cosmetics for which the same name has been adopted.—Ed.), is the anhydrous oxide of iron, also known as Indian red, red oxide, and Venetian red. The latter is an inferior grade of rouge, often containing calcium sulfate (gypsum).

Calamine (N.F., VI) is one of the best known pink pigments, and is a mixture of zinc oxide and carbonate with ferric oxide as impurity. Calamine is used in pharmaceutical practices as well as in cosmetics. Artificial calamine is also offered on the market, and usually has a composition similar to the natural product.

White pigments comprise a large group, but the ones used commonly in cosmetics are kaolin and talc. Various earths or clays are used in cosmetics, but the above are the whitest.

Most of these pigments are used in the manufacture of make-up. Natural earths are useful in mascara, rouge, eye shadow and face powder. Umber, bole, sienna, and ochres, together with white pigments, are the ones most commonly used. Combinations of pink and geranium lakes with umbers, siennas and ochres, will suit all face powder needs, giving the whole range of shades from white through sun tan.

Vegetable Colors

Many of the vegetable colors are considered harmless, and among this group are indigo, alizarin, cochineal, turmeric, chlorophyll, annato, caramel. Some others such as certain of the redwoods, cudbear are used to color pharmaceuticals. While these are being replaced by synthetics, quite rapidly, their consumption is still very large. The common ones are briefly described.

Annato, an oil soluble yellow coloring substance, containing the color principle *Bixin*, is found in certain seeds. It has been used for tinting cosmetics, butter and cheese.

Alkanet Root contains a natural oil soluble red dye, which gives rich red tints in oil solutions. It has been used in coloring brilliantines and other oily products.

Archil (also known as Orchil), *barwood* and *camwood* were formerly used as coloring materials. The first is de-

rived from a lichen, the last two from various redwoods.

Caramel is a burnt corn or cane sugar, obtained by adding various salts during the heating process, and used to color foods and galenicals. It is soluble in water and dilute alcohol. Various caramels are available today, made by special processes, and with diversified uses.

Carmine is the aluminum lake of the dried pigments of cochineal, made by precipitating with inorganic salts in the presence of albumins. It is insoluble in cold water, but dissolves in hot water. Alkali solutions such as ammonium hydroxide, borax and others dissolve it to a reddish purple colored solution. Carmine No. 40 (N.F., V), has been used in foodstuffs, cosmetics and other products. It is not very permanent to light and with its high price, has been largely superseded by coal tar dyes.

Carthamine also known as *Carthamin* and *Carthaminic Acid* is the coloring principle of American saffron. Like carmine, it is soluble in alkali solutions. The dry substance has a reddish color. Solutions are reddish yellow, hence its former use in coloring butter. It has been used in cosmetics, but it is not particularly permanent. It is usually used as an infusion, made by adding 2 drams to a pint of boiling water and filtering.

Catechu, like logwood, is a flavonol and is sometimes used in hair dyes.

Chamomile is the generic name given to a group of herbs sold or known by this name. They seem to be of equal value as far as coloring the hair is concerned. Its color is due to *apigenin*, a yellow dye, having the flavone structure. While feeble in its tinctorial powers, it nevertheless has use in hair dyeing where a harmless tint is desired.

Chlorophyll is a green coloring substance found in green plants. It is used to color cosmetics, soaps, foods, fats, syrups and many other products. There are three types—so-called, water, oil, and spirit soluble. The water and spirit soluble are carotin free. Technical grades found in the trade give beautiful green shades as do the purified forms. The color is stable to light. Dilute solutions are used because of high tinctorial powers. Copper chlorophyll or copper phenophytin should not be used in cosmetics, though not prohibited by the Department of Agriculture.

Cochineal is mostly used as the liquor or solution from 6.5 grams per hundred cc. of finished solution containing various alkali salts, glycerine and alum. The red color is due to carminic acid which is present to the extent of 10 per cent in some samples. It is used for coloring many products, including toiletries.

Cudbear is a purplish-red powder prepared from certain lichens, and resembles *Archil*. The main difference between the two coloring materials is that Cudbear is freed from all ammonia during manufacture, and is powdered. It has been used to color pharmaceutical products such as mouth washes, elixirs and the like.

Henna is the powdered leaves and twigs of an Egyptian privet. It contains but one important substance, an orange-yellow coloring ingredient called *Lawsone*, a derivative of naphthaquinone. It combines directly with the keratin of both skin and hair to form an auburn compound. Once fixed on the hair or skin it is very permanent.

Indigo formerly obtained from various *Indigofera*, is almost entirely made synthesis today. Its disulfonate is soluble in water as is the sodium compound which is recognized as a food color. It is used in hair dyeing, apparently only in the form of the herb which is mixed with henna. Only the Persian or "reng" variety is used. Shades from light brown through dark brown and black can be thus produced. It is also used to some extent in making acid hair rinses.

Juglans or walnut, contain a substance that stains the hands brown, which stain is very resistant to soap and water. The staining material called *Juglone*, a hydroxy naphthalene. It is not a very desirable hair dye. Older texts on cosmetics mention it.

Kino, *Logwood* and *Litmus* have been used for various tinctorial purposes in the past.

Madder contains a very important coloring material called alizarin. It produces lakes with various metallic salts, the colors ranging from red through orange, yellow and purple.

Quercitrin, a yellowish dyestuff, *Red Sanders* (a red sandalwood) and *Sorghum Red* obtained from Chinese sugar cane have had their vogue. For the most part, they have been replaced by other coloring materials.

Saffron contains yellowish orange coloring materials in the stigma of the flower called *crocin* and *crocetin*. It was formerly used in coloring confectionery, foodstuffs and cosmetics. Because of the high price it is not used today.

Turmeric though mostly used as a condiment, contains a yellow dye called *curcumin* and is sometimes used to tint ointments and various liquid pharmaceuticals.

(*To Be Continued*)

ABSTRACTS FROM FOREIGN JOURNALS

Under this heading are published brief abstracts of articles, both technical and general, from foreign journals in this field, together with page and volume references. We cannot furnish complete copies of these articles or journals but will be glad to supply the addresses of the publishers upon request.

A review of the new cetyl alcohol cosmetics by S. P. Jannaway in the *P. E. O. R.*, **27**, *154, 1936*, takes issue with Kalish regarding the use of this chemical in cleansing cream, and as an emulsifying agent. Jannaway claims that cetyl alcohol is an *auxiliary* rather than sole emulsifier. This is proven by the author's experiments. Formulas for skinfood, hand cream, milky lotion, lipstick and eye shadow are given. A brief consideration of acid creams is also contained in the article.

H. Janistyn in *Seifensieder Zeitung* 63, 25, 504, 1936, as part of a series on cosmetics for the skin discusses hormone creams and their formulation. Formulas are given for creams for men and for women and several proprietary hormone containing materials are mentioned and described.

More floral perfumes are described by K. N. Richardson in *Soap, Perfumery & Cosmetics T.R.*, March, 1936, p. 192. A table is given for the formulation of carnation, chypre, cologne, fern, hawthorn, heliotrope jasmin and honeysuckle odors.

THE AMERICAN PERFUMER
S. L. MAYHAM, *Editor*

MARY L. GOODMAN, *Assistant Editor.*
FELIX A. BELAIR, JR., *Washington Bureau.*

The Industry's Trade Practice Conference

Despite the fact that the Federal Trade Commission has been very careful in avoiding commitments as to its policies and procedure under the Robinson-Patman Act, and has, in fact, indicated that it would not approve rules of fair trade practices designed to commit it to any set course under the new law, there is every reason to expect that many of the difficulties of the toilet preparations manufacturers under the act will be made easier through the proposed Trade Practice Conference.

The Commission cannot be expected to approve any trade practice rules governing prices or establishing standard discounts. It has, in fact, said that it could not approve such rules. At the same time, the industry quite fully understands the essential meaning of the Robinson-Patman Act as it refers to prices and regular discounts. It knows that the theory of the law is that customers must be treated equally where competition exists between them excepting insofar as quantity purchases may effect actual economies, which may in such cases be passed on to the purchasers.

Most of the difficulties in interpretation of the act from the standpoint of the cosmetic industry arise from the sections governing discounts and payments for special services. The use of demonstrators, payment of PM's, discounts for display and advertising and other special payments have been the confusing subjects from the standpoint of this industry. On these subjects, the Trade Commission can scarcely refuse to approve just and reasonable rules. They were subjects on which trade practice rules could have been formulated before the Robinson-Patman Act was passed, or even considered. They are none the less such subjects now even though the new law has further complicated the problems arising out of them.

The industry has long needed uniform regulations on these subjects. Temporarily it profited by such rules during the life of N.R.A. Now it needs them more than ever. We look forward to the Trade Practice Conference as a means of accomplishing much good for the industry through a body of regulations covering these points. That it will also clear up many questions under the Robinson-Patman Act is certainly to be expected.

Prospects for Tax Repeal Brighten

The report of Secretary Morgenthau on the condition of government finances is the most cheerful news which the cosmetic industry has heard for some time. His reference to the "nuisance taxes" and the removal of inequities in the present tax structure certainly point the way to repeal or substantial modification of the excise taxes during the next session of Congress.

At the same time, remarks, attributed by the press to Chairman Doughton of the House Ways and Means Committee, are not a little disturbing. Mr. Doughton is quoted as having said that he had not heard of any pressure on Congress looking to the removal of the cosmetic tax, and as intimating that something might have been done last session had there been such pressure on his committee. Without knowing all of the ramifications of the work of those who represented the industry in Washington, it is impossible to say just what the eminent Congressman meant by that statement. Taken along with the repeal of the taxes on jewelry, accomplished during the last session, it is, however, somewhat disturbing to many in the industry, particularly the small manufacturers.

It is probable that Chairman Doughton, if correctly quoted, referred to pressure on the part of the public and not on the part of "interested groups." Assuming that to be the case, the way is again pointed to repeal through the enlistment of public support for a removal of the tax. It is not too early to begin the organization of such support. In view of Mr. Morgenthau's and Mr. Doughton's statements, it is obvious that repeal or modification can be secured, but they are by no means accomplished facts. Organization for the repeal campaign should be started at once. The work will be necessary regardless of the results of the coming election. Delay will make the task much more difficult and much less likely of success.

Beware of Local Legislation!

With the Louisiana and Maine laws in effect and apparently well within the powers of the states, we may look forward to a hectic legislative season beginning in January. Almost every state legislature will be in session, and many of them are likely to look upon the example of Maine and Louisiana, not to mention states with cosmetic tax statutes, as pointing the way to efforts on their own parts. The defeat of Federal Food and Drug Legislation seems more and more a mistake and one from which the affected industries are likely to suffer heavily. Is it possible to rush a Federal bill through at the opening of Congress? This would help in efforts to prevent a multiplicity of local bills, many of which are likely to be very burdensome indeed.

the PENDULUM

by Edna Holladay Pierce

Style Trends

THERE are cool nights now which presage the coming of Fall, and this applies to both sexes. We won't attempt to analyze what the masculine mind associates with this season of the year, but we can say with assurance and authority that to women it means new clothes, new style angles, replenishing of not only wardrobes, but of cosmetics and perfumes.

For all these things go together in a woman's mind, and more and more is this true as time goes on, and more and more manufacturers are accepting it as a fact, and tying up products, promotions, advertising toward that end. And always we applaud this evidence of vision on the part of executives at the heads of businesses in this industry, because for a good long time we've been conscious of how logical it is, and have been saying so early and late.

One of the most flattering fabrics worn by women of practically every type is velvet, and there will be a lot of it worn this fall and winter. It will alternate with satin, combine with it, be accented by bright metal cloths and lamés, and contrasted by brilliant jewel tones. Tunics in these will appear both for afternoon and evening.

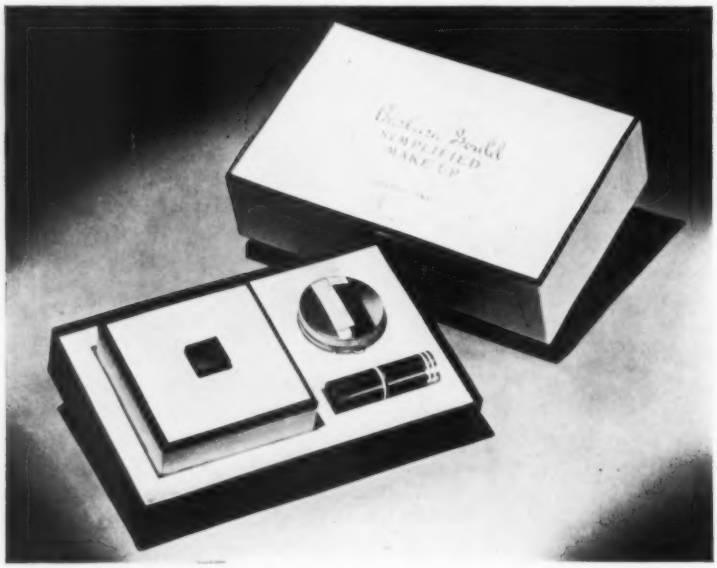
Now what is a manufacturer of cosmetics to do about that? The thing to keep in mind is that velvets have a definitely softening effect visually upon the feminine complexion. The fabric is dull in finish—digest that in connection with your powders!—it drapes beautifully, and can be worn either in full flowing lines or follow the contours of the body, and however it appears it calls for the most careful grooming and make-up a woman can possibly accomplish.

After all, velvet is not an informal fabric, even when used for pajamas of a hostess gown, to say nothing of evening attire. Too many centuries have gone into the association of ideas connecting velvet and royalty for women to ever regard it lightly. Psychologically there is a regal atmosphere about this fabric which makes us *wish* to appear at our best when wearing it. Subconscious it may be, but none the less it is there.

So — manufacturers of cosmetics priced in the higher brackets will find it easier going this coming season. Stores will find a return of that saleswomen's paradise enjoyed when a customer asks for items for the specific purpose of making the most of her charms—whether she says so or not! —and doesn't buy one product instead of another because it is cheaper. It goes without saying that perfume manufacturers will share in this coming season's halcyon. For perfume must be a part of a smart wardrobe, from the simple tweed tailleur, through to the afternoon tunic or peplum frock, and is an essential adjunct to the evening toilette, completed by a fur or velvet and fur evening wrap, so that even fur perfumes will receive an impetus.

There are some new notes that can be struck in perfumes, and they will please women. One example is the revival or creation of leather odeurs. Another is wood, another tobacco, and still one more that would appeal to women strongly, and harmonize with the coming style trends is spice.

There is a definite reason for this departure from the usual type of fragrance. Never has there been a season more noticeable for feminine participation in sports, along with their mas-



Barbara Gould recognizes the importance of a tie-up between 'Style Trends" and cosmetics by offering three groups of "Simplified Make Up" packages, two for dominant shades of Fall daytime costumes and one to harmonize with rich evening fabrics.

culine companions, than this last one —witness the Olympics!—and this has had a psychological effect that will undoubtedly influence perfume preferences, particularly among the younger generation.

And yet, over-accent a note and your young collegian and debutante will turn her back upon it and shrug her shoulders, and when she's through, she's through. No longer is she a whimsical, easily influenced chit of a gal who can be sold anything because she's told it is the new vogue. No, she's had the great outdoors to romp in, and she doesn't just play, she takes a real workout, swimming, riding horseback, playing tennis, golf, developing a very real interest in athletics, and you've got to give her something she recognizes as belonging to her as definitely as these things. Yet she's malleable, enthusiastic, vital, and if you perfume and cosmetic manufacturers give her real values, she'll buy your merchandise and tell her coterie what a find she's made, and they will buy them, too.

Never overlook the sophisticated style leaders, they will keep your florals, bouquets, exotic perfumes and standard cosmetics moving, but keep a weather eye on the coming-uppers, for some day they will constitute your market. And both of these groups call for different types of products and promotions.

We've cited velvets among fabrics as an example. We could go through the whole list but this should suffice to call attention to the necessity for thoughtful preparation of products to meet style conditions and changes as they occur. Anticipate them, don't follow them. Make it your business to discover what they are going to be, and step along with the trend well in advance, and cash in by planning to give real values to meet real needs, then you can charge real prices and we will pay them, even if we have to forego something else we want.

Remember, too, that we don't pretend to predict masculine reactions—though some day we may even try that, for we certainly know plenty!—but what we women like and dislike, what we wistfully desire or *will have*, willy nilly, in clothes, style preferences, perfumes and cosmetics; the reasons for these things, and how to cope with the merchandising problems that are concerned, is distinctly "up our alley." And since this publication's policy is co-operation, and our own middle name sales promotion, let's get together and make this coming season the best one for a long, long time. The signs all point toward success for canny manufacturers in this industry on that basis, heed them and roll up a big sales score!

A Chicago store uses a background of pine and balsam trees for the popular sports perfume displayed in the foreground.

Question Box

YOU will find here some of the questions which are being asked us by manufacturers, buyers, and other executives in various organizations, and our replies to them.

THE QUESTION BOX will act as a clearing house to help you solve your merchandising and sales promotion problems. Send us your own questions. We shall be glad to answer them and shall not reveal your name, so that you may be quite frank and so shall we.

Q. Some of our customers have returned lip-sticks to us, requesting new ones, after having used them almost completely up, complaining about shade, dryness, texture, breaking off, or some other trumped-up excuse. This practice is not confined to any one line. Have you any suggestions as to a remedy, from the store's point of view?

A. First, we should try to determine *how many* customers were indulging in the practice; what types of women they are; whether or not they were in the habit of returning other merchandise, after having bought them "on approval" and whether or not there was a similarity between the returns.

Second, we should find out whether or not the items were in any case duplicated on any particular line or lines. If this is true, there is probably something wrong with the product. When you have checked up on this, if you discover that the product is faulty, put it up to the manufacturer, suggesting that he do some more research on it.

We *know* that some lip-sticks *do* dry up, and most manufacturers, when they become cognizant of the fact, rectify it themselves, voluntarily. Sometimes it has to do with the case that houses the product, and the condition came about when indelibles came into being. Now, however, it is perfectly possible to find a number of lip-sticks on the market which *are* indelible, yet are smooth and do not break readily.

It seems to us that a store, in all fairness to the manufacturer, should endeavor to ascertain whether or not complaints from customers are legitimate, before returning the merchandise, and letting the manufacturer "hold the bag" in the sense that he *must* supply new products when you request them, or lose your good-will, which he has been at some pains to cultivate through the years.

Either the products your customers return are wrong, in which case you'd be doing the manufacturer a service to tell him so, or the customers who have made it a habit to "chisel" out new products for old ones, should be tactfully, but firmly, discouraged by you and your store personnel.

★SPECIAL RECOGNITION★

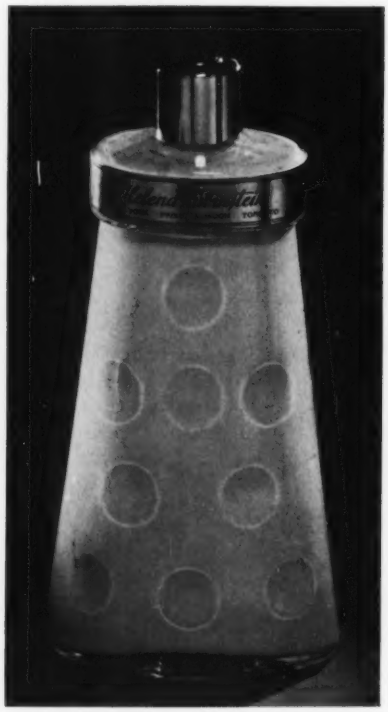
What Leading Designers Think of the Packages Selected by Our Editors Each Month for Special Mention as Outstanding Examples of the Packaging Art.

WHAT is a good package? What makes a package practicable and smart? What makes a package outstanding and distinctive? These are some of the problems that have confronted us in making a selection for our "Special Recognition" award in the New Products and Package Section each month. With a great variety of packages to choose from, all designed with a different appeal, for a wide range of products, it was impossible to pick out just any package that appealed to our taste, without considering how the product was to be used, the class of consumer for whom it was intended, and the manner in which it was to be distributed. Naturally, a product intended for sale through the high class department store or specialty shop must necessarily be packaged with more care than a product which is to be sold from door to door, and a fine bottle for a distinctive perfume could hardly be used for a hand lotion. Yet there are certain definite features which must be incorporated in every good package, and it was only after a careful consideration of these facts that the "Special Recognition" award was given each month to one of the packages which came to our desk.

We felt it would be interesting to secure the opinions of prominent package designers as to how they would rate the twelve packages which have received "Special Recognition" during the past year, and the reasons for their choice. Accordingly, we selected a group of designers who have well established reputations in our field, and sent them photographs of the group, as complete packages were not available, with the request that they select the packages to which they would give first, second and third positions. The comments we received from the designers were indeed very interesting, and we are grateful to them for their cooperation. Several

Left: Bourjois's "Flamme" Perfume

Right: Rubinstein's Lotion



of them felt it would not be fair to rate the packages because they did not have an opportunity of examining the packages themselves. A few thought that a rating of packages intended for such a variety of uses would hardly be satisfactory. However, in the chart below we have listed the designers who have allowed us to release their ratings. We urge our readers to carefully study the various reasons given by these designers for their selections, and hope that their comments will be of some value to manufacturers when repackaging their old products or introducing new ones.

"Cross Country" perfume by Mark Cross was chosen for first place by both Egmont Arens and Roy Sheldon. Mr. Arens chose it "for creating a distinct novelty in both perfume and package. The leather-like odor is a pleasant variation from some of the over-sweet scents. The package is modern, simple, authentic, and conveys an atmosphere of Mark Cross quality." Mr. Sheldon put this package in first place "because it achieves appropriate smartness by astute and simple means." Gustav Jensen chose this for third position for its "individuality and charm," and Martin Ullman also gave it this rating for the following reason: "Before a manufacturer can sell he must impress his prestige upon the cosmetic purchasers. The Mark Cross perfume package does this through a striking use of materials long associated with their name. It furnishes a package note which is new to perfumes, a conception that has news value."

"Cassandra" perfume from Parfums Weil was selected by three designers. Frances Cushing Hall gave it first place because "the package is in feeling with the name. The bottle is unusual, interesting, and smart. The package as a whole is a perfect carrying out of an idea without monotony. The colors are well chosen for the design and use." It was the second choice of Ruth Hooper Larisson "for its elegance and appropriateness for the product. Each element including the name is in harmony and in the right tempo." And Mr. Sheldon gave it third position "for the refreshing novelty of the classic inspiration admirably translated into a glass bottle."

Rubinstein's Make-up Box

Helena Rubinstein's de luxe make-up package with the reproduction of Marie Laurencin painting on the cover was chosen by Mrs. Larisson for first place because "it is one of the few packages current today which prove that real Art—with a capital A—belongs in cosmetics as well as in museums and galleries." It was selected for second place by both Mr. Arens and Mr. Sheldon. Mr. Arens said "I applaud Rubinstein's courage and good taste in using a painting by such an outstanding modern artist as Marie Laurencin for a cosmetic ensemble box cover. This is a happy idea that I hope will encourage others to do likewise. Here in America we have such painters as Georgea O'Keefe, Grant Wood, Louis Bouche and others who could be utilized by cosmeticians." Mr. Sheldon gave it second position "because she maintains the tradition of utilizing the FINE ARTS in cosmetic packaging. It was this tradition which established the perfume package as the pace setter of modern packaging, largely through the creations of François Coty. Lately, the industry has shown a widespread tendency to fall away from its high standards of originality and good taste."

Germaine Monteil's combination set was selected for second position by both Miss Hall and Mr. Jensen. Miss Hall chose it because "the individual items give the impression of utility,

"SPECIAL RECOGNITION" PACKAGES

September 1935 to August 1936

	First	Second	Third
Egmont Arens	Mark Cross "Cross Country"	Rubinstein's Make-up Box	Monteil's Combination Set
Frances Cushing Hall	Weil's "Cassandra"	Monteil's Combination Set	Rubinstein's Lotion Myrurgia "Goyesca"
Gustav Jensen	Yardley's Compact	Monteil's Combination Set	Mark Cross "Cross Country"
Ruth Hooper Larisson	Rubinstein's Make-up Box	Weil's "Cassandra"	Bourjois's "Flamme"
Roy Sheldon	Mark Cross "Cross Country"	Rubinstein's Make-up Box	Weil's "Cassandra"
Martin Ullman	Rubinstein's Lotion	Ybry's "Joi de Vivre"	Mark Cross "Cross Country"

Above: Monteil's Combination Set

Right: Myrurgia's "Goyesca" Perfume

but are smart and suitable for a position either in boudoir or bathroom. The package is a complete whole where each item fits into its place. The coloring and labels are good looking and suitable." While Mr. Jensen selected it "for simple elegance and appropriateness for purpose." It was given third place by Mr. Arens who described it as "a beautiful example of classic smartness achieved by extreme simplicity," and Mr. Sheldon gave it honorable mention "for a consistently harmonious and dignified combination carried through to the least detail; not a new achievement, but still a rare one."

The Yardley compact was selected by Mr. Jensen for first position because of its "simplicity and beauty achieved by ingeniousness."

Mr. Ullman gave first choice to the Rubinstein lotion bottle. He stated, "I see it this way, that business folks dealing in human nature, as are the makers of packaged products, must recognize that human nature will not accept stated truths unless they are also demonstrated truths. Here is the Rubinstein bottle so shaped and formed and designed that it accentuates the best talking point—contents value, not bottle cost."

For second position Mr. Ullman chose Ybry's "Joi de Vivre" perfume "because it has an inherent beauty which is its own best advertisement and its general get-up should give gratification after it has passed into the purchaser's possession. Of course, too much emphasis can easily be placed upon bottle shape. As important as an individual bottle shape is, it is by no means the most important factor in selling. The Ybry bottle design retains the atmosphere of distinction and class of a cut diamond, yet its package appearance does not stand apart and say "see how clever I am." The trouble with most of the perfume bottles designed is that they contain tricks—tricks that stand apart

The following packages were awarded "Special Recognition" in our New Products and Package Section from September, 1935 to August, 1936:

Sept.,	1935	Ybry's "Joi de Vivre" Perfume
Oct.,	1935	Weil's "Zibeline" Bath Oil
Nov.,	1935	Bourjois's "Flamme" Perfume
Dec.,	1935	Germaine Monteil's Combination Set
Jan.,	1936	Rubinstein's Makeup Box
Feb.,	1936	Armand's "Blended Cream"
Mar.,	1936	Weil's "Cassandra" Perfume
Apr.,	1936	Yardley's Compact
May,	1936	Myrurgia's "Goyesca" Perfume
June,	1936	Rubinstein's Makeup Lotion
July,	1936	Mark Cross "Cross Country" Perfume
Aug.,	1936	Revillon's "Lait de Beaute"

Right: Ybry's "Joi de Vivre"

and say "see how clever I am."

Miss Hall divided her third choice between Helena Rubinstein's make-up lotion and Myrurgia "Goyesca" perfume. She said, "Not having seen the Spanish package, I am afraid it might be too metallic for a feminine one. From a design point of view, however, I think it is very fine. The lotion bottle is interesting, useful, convenient and suitable, I think."

Bourjois's "Flamme" was given third choice by Mrs. Larisson for "an extremely lovely interpretation of this particular product."

In summing up his ratings, Mr. Ullman made the following interesting comments: "Manufacturers of perfumes long have used unique bottle forms. Too long have they made the bottle shape the all-attention holder. It is high time they directed attention to what they're selling. This can be done, as demonstrated by these three exhibits, selected because they reveal good sound merchandising planning. There is a noticeable retreat in the cosmetic field toward simplicity. Possibly because their commodities have been too long offered to the public in containers of greater value and cost than their contents. I am firmly of the belief that package simplicity is very important in packaging of wide consumer-used products. I have found that simple patterns give more complete expression to the same qualities and emotions than would a tricky freakish rendering, and there are literally hundreds of ways for appropriate expressions through fairly ordinary material as basic elements to add the fresh original touch that certainly makes the consumer feel complimented to have been appealed to in a distinctive and exclusive manner."

Below: Yardley's Compact

Q & A

This department is devoted to answers to inquiries submitted by our readers. We invite members of the industry to avail themselves of this service. Answers will be published as rapidly as space permits. We shall be glad to reply promptly by mail to any reader who will enclose a self addressed envelope with his query.

67.—FORMULATING HAND LOTION

Q. We are sending you under separate cover a sample of our new hand lotion. The formula for this product is as follows: (The formula is then given.) Please tell us what you think of this product, and if the formula is balanced? —J. D. A., Ohio.

A. We have both your letter and sample, sent recently for comment. The hand lotion looked nice until the hot days came on. Now it has separated into two distinct layers. Obviously something is not right. Looking over your formula, we suggest that you increase the amount of soap by one-half per cent. Leave out the mineral oil entirely. Use about 2 per cent vegetable oil such as sweet almond, cherry or peach kernel oils. Cut the lanolin by 3 per cent. Better add about 0.2 per cent tragacanth gum and preservative. Dissolve the preservative in part of the water with heat. Mix the gum with the glycerine in your formula. Add the hot water and make into a smooth mass, keeping at about 65 deg. C. Add this slime to your primary emulsion of oils, waxes, soap and water when this mixture reaches the temperature of the slime. Stir well. Tell us how it works out for you.

68.—WAVING SOLUTION AND RINSE

Q. We are anxious to secure a formula for a permanent wave solution of ammonia base, also a bluing rinse. We have been using the following formula for some time (formula follows). If you can offer a better one, we will be very grateful. The bluing rinse is for blond hair.—M. F. L., Maine.

A. We answer the part about blond hair rinse first. A new material has recently been used for this purpose. The supplier's name and other information are being sent to you by mail. As for permanent waving solutions, no standard formula is possible, since these vary with individual needs and tastes. You might try the following formula: Borax 5 parts, ammonia water (26%) 20 parts, and water to make 100 parts. If desired, 5% sulfonated oil can be added. But be sure that you use the right kind of sulfonated oil, as all are not suitable for permanent waving fluids.

69.—HAIR PREPARATION FORMULAS

Q. Can you people send me a formula for a modern and very good liquid type egg and olive oil shampoo, and one in the powdered type? Also a real up to date wave lotion, and also a wave powder formula and costs of the above to manufacture in fairly large quantities. We would like the shampoo and wave set preparations to be of pleasing and lingering odor. Any other suggestions that you may have for items that would be good for the above type of trade would be highly appreciated.—M. F., Chicago.

A. You dont need just superficial advice, you need competent consultation. Regarding the wave lotion and powder, you probably mean the gum type finger wave products. Karaya gum is used for this purpose, anywhere from 1 to 2% of the gum, preserved, in water. Tint and perfume to suit. You can add alkali salts, such as potassium carbonate or borax, up to 5%. For a dry egg shampoo, use a base of equal parts of olive oil castile soap powder and borax (or sodium carbonate). Add egg powder to suit. Color yellow. The liquid preparations contain either the whites or yolks of egg, or none at all, being simply soap shampoo colored with saffron, or Crocein B. *Pharmaceutical Formulas, Vol. II*, gives the following: "Mix two yolks of eggs with one ounce of glycerite of borax, gradually adding 4 ounces of water, then 3 ounces of honey water in which 20 grains of salicylic acid is dissolved; and 1 ounce of hard soap dissolved in 6 ounces of boiling water, making up to 20 ounces with water." Honey water is a toilet water. You might use a cologne in place of it. We don't know if this helps you any, but it is a suggestion. Let us hear from you after you try it out. The other advice goes to you by mail.

70.—FILLING VANISHING CREAM

Q. I am in search of a formula for a cheap vanishing cream that can be bottled while hot enough to pour. I will appreciate getting this information if you can furnish me with it.—M. C. I., Alabama.

A. Vanishing cream should not be poured hot to begin with. In the next place, even while hot, usually it is too heavy to pour. But try the following formula:

Stearic acid	20	grams
Triethanolamine	1	"
Pot. Hydroxide	0.7	"
Glycerine	5	"
Water	175	"

The technic of manufacture has been sent you by mail. While we don't guarantee this formula, it is a starting point. If you will tell us what purpose you intend this cream to be used for, we might be in better position to advise you. Other formulas are yours for the asking.

Note: The numerous requests that have come in for the source of the various ingredients in last month's reply No. 63 have all been answered by mail to save space in this column for other inquiries.

MORE ON LATHERING OIL SHAMPOO

We have a letter from Mr. V. L. Roberson, vice-president of Sherwood Petroleum Co., Inc., Brooklyn, N. Y., in which he writes as follows:

"In reading your Q. & A. page in the August issue, Item No. 63 has attracted my attention because I see you are recommending a sulfonated castor oil for shampooing the hair. Of course, this remark is not intended as critical in any sense of the word, but what I want to bring out is this: I do not know of an ordinary type sulfonated oil which lathers to any appreciable extent. All of the ordinary oils that I have ever seen are on the acid side of the neutral point and for that reason they do not lather very much."

A Little Order, PLEASE!

RUTH HOOPER LARISSON *takes the industry to task for continuing items which have passed their peak and launching those which will never reach the heights. And she tells the manufacturer just how he can determine which to keep and which to abandon.*

WITH a constant stream of new cosmetic products and with new companies, also, entering the field, one wonders if the time will ever come when the rule for this industry, as demonstrated in several others, will be intelligent quality and not blind quantity. At present we're far from it. I would even say we've hardly given it a thought. But with business looking up, perhaps this is the time to stop, look and consider. Stop at the counter before your own line, look at it and consider the consumer's reactions to it—the reactions which can't show on the sales check because they are too unformed even in her own mind for ready expression.

I've said a lot in the past about cutting down unwieldy lines, but I want to make that advice a bit more definite than ever before. It is not only a matter of cutting down, or of discarding products; it is primarily a matter of checking up on your products and your present methods. You've lived with them so long you've gotten too used to them. You don't see their shortcomings as clearly as you can see those of the other fellow's line. Still you can find out just where you stand with the consumer if you really want to. Here are some of the points for you to consider.

Treatment lines set the pace in cosmetics but almost every type of small line imaginable has aped them in their mistakes as well as in their strokes of genius. Far too frequently cosmetic practice or method is originated to fit a certain product or group of products instead of making the products fit good cosmetic practice. For the sake of being different, manufacturers vie with each other to develop new and strange ideas in cosmetics many of which are worthless and a few of which are definitely detrimental.

Even though we make allowance for several "schools of thought" in the industry, basically we should be able to agree about the things which can actually be checked up and impartially determined. Room must also be left for the varying tastes of the public, but sufficient consideration should be given to the fact that the public's tastes are largely made by the manufacturers in their national advertising, promotion and sales methods. Variety in methods of skin care does not depend upon conflicting fundamentals but upon the development of honestly new techniques which originate in the sincere research laboratory. That's where there is plenty of room for variety! And now that we are beginning to take this angle of the beauty business more seri-

ously, why not go all the way and clean out the old techniques, methods, products, etc., which cosmetic science of today proves are ineffectual, obsolete or even undoubtedly detrimental.

I dislike making this advice personal by holding up as examples individual companies whose lines are today breaking the rules of good cosmetic practice. I am not so interested in calling your attention to XYZ's line as I am in calling your attention to your own line! You may, of course, be one of the rare minority who are not transgressing; but, on the other hand, you probably belong to the hordes who are on the fence or who are actually on the other side of it.

I believe we are going to see the farthest forward strides in cosmetic manufacture and sales methods in the next years that have ever occurred in any short previous period. Basically little has changed since the early days of the Twentieth Century either in types of products or methods or even prices. Some very interesting improvements have been made in manufacturing technique and control. But science is only beginning to unload its possibilities into the cosmetic push cart. That is why I believe this is the year in which to clear the present lines of out-of-date impedimenta and prepare the way for the really important new products and methods which will be evolved, some of which are already on their way to market.

Duplication and Substitution

There are two outstanding drawbacks. These two offenses are boomerangs against the manufacturer and the dealer and they leave the customer more confused and distrustful than ever. The first is *duplication of products;* the second is *substitution of products.* By that I mean that Mary Jones's line duplicates if she has two or three varieties of tissue creams when their main difference lies in their odor, appearance or advertising description. Three or even two "strengths" of a product in most cases is just padding a line. Occasionally there are products which should be offered in two strengths—never more. We frequently find a "finishing cream" and a "foundation cream" in the same line. Unless these are distinctly different creams, or one a liquid or lotion, they are duplications. Duplication implies not only too much similarity between the two products but two products which are for the same purpose. Both a finishing and foundation cream are for the protection of the skin before makeup and to give makeup a foundation by which its lasting qualities are increased. One of the two creams or two lotions for this purpose should be blue penciled as repetition.

At the counter the confusion begins. The customer hesitates between the two products unable to decide which she wants and often ends up by buying something entirely different from another line. Or, one demonstrator likes one of the products best and pushes it, another sales girl prefers the other and gives all her sales power to it, entirely neglecting the one she is not personally in sympathy with. By weeding out such products intelligently—I say intelligently advisedly because it takes both a knowledge of the products and of the consumer to do this—a line of say thirty products can be reduced to twenty or twenty-five and the volume concentrated on the otherwise repetition or duplication products, thus reducing manufacturing costs, overhead, packaging, shipping, etc., etc., not to speak of the improved effect upon the retailer as well as the customer.

The other disadvantage rampant today is substitution of products. Let's take the outstanding example of this—astringent! Our substitution practice with astringent has been utterly inconsistent with our practice of duplication of products. This is because in the case of duplication the manufacturers think they can make more money by offering a second product for the same purpose. In substitution they have simply ignored good cosmetic practice and sold one product for both a correct and an incorrect purpose. Oily skins need astringent. Dry skins most decidedly do not need astringents to the same extent or frequency. Normal skins need but slightly more astringent than dry skins. Age, winter and summer weather should also vary the use of astringent. Yet astringent products have been sold so universally and pushed so extravagantly that the average woman's skin —she who uses cosmetics—has grown unnaturally dry and the astringent is one of the outstanding reasons for this change in skin condition the country over.

Another product being sold indiscriminately and non-beneficially is liquefying cream. It's a swell product for oily skin, but not for dry skin nor even normal skin. And, in whispers behind our hand, we generally admit that it takes a following application of skin tonic to get the skin *really* clean. Again good cosmetic practice has been ignored. Several companies have recently offered two cleansers, one a liquefying cream for oily skin and a non-liquefying cream without a preponderance of mineral oil for dry and normal skin. This is a step in the right direction.

Years ago when these two products (astringent and liquefying cream) were first gaining popularity more women had oily skin than dry, but since they were sold the products without proper advice or caution we have the tables turned, and the majority of women who use cosmetics today suffer from abnormally dry skin. The most outstanding cosmetic problem facing manufacturers today is to make products to cleanse all types of skin fully and beneficially and if your present cleanser won't do this scientifically, there's room for important improvement in your line. For the heart of every good line is a first class cleansing agent. Women themselves are learning these things almost faster than the toilet goods manufacturers and plenty of them have finally been educated to buy cleansers suited to their skin types irrespective of what manufacturers claim for their own products.

Being primarily greedy for sales isn't going to satisfy the companies who are in the business to stay. That's why many of them are seriously looking about for ways of actually improving their lines. Here are seven helpful hints in that direction—but you probably won't value them because you've heard them before. However, if this time, you will read them from the consumers' point of view and not your own, they may throw some new light on the subject.

1.—Follow good sound cosmetic practice in the method you employ, formulate or adopt for your products.
2.—Know more about the consumer, her needs, habits of buying *and* using products, and her feminine psychology in her approach to the subject of cosmetics.
3.—Create *better* products in harmony with your treatment methods.
4.—Concentrate on the worthwhile products for profits rather than

constantly pushing unsound, impractical products or methods.

5.—Push the *right* products for the *right* purposes — don't substitute one product for another.

6.—Don't duplicate a useful product with an imitation of it all dressed up in a fancy name.

7.—Make improvements which are basic. Make methods sound and in accordance with the best cosmetic practice obtainable (and such knowledge is obtainable).

And after you have done all that tell the customer through advertising, promotion, sales representatives and booklets *all about the product and its use.* The customer has to be told this over and over and in great detail. The more actual information she gets the more she is sold on the product. She has entered into an "I-want-to-know" era and the smart manufacturer will take advantage of it and tell her all that she wants to know. The quaint old superstition about the "secrets" and "mysteries" of cosmetics is just about as obsolete in the customer's mind as the stork legend is in her small son's mind. So when you pull the "mysteries" and "secrets" gag in your advertising remember that she'll be laughing at you for your faith in her credulity.

And then if all these millennium-like aims could be achieved along about 1937 or '38 we'd have some order out of chaos in this erratic business!

REVIEWS OF TECHNICAL BOOKS

☐ Beauty Begins at Home, by Katherine Wellman. *336 pages. Covici-Friede, New York. 1936. Price $2.00.* To make a desk, such as the one on which this review is being written, all that is needed is a little inexpensive wood and a few odds and ends of metal along with a few simple tools. There are, we suppose, books that tell you just how to put these things together to produce a sturdy and more or less handsome piece of furniture. Tools and materials together would cost only a small fraction of the price of a desk. Out of all of this material, this reviewer could *not* produce a satisfactory desk. He knows it and he isn't going to try.

The sad thing about Miss Wellman's book is that some of its readers—we hope not many—*are* going to try to make the preparations she suggests. They are going to spend time and a *little* (according to the author) money on attempts at home cosmetic cookery. They will expect much and they will get some horrible looking and horrible smelling messes. Simple and easy as it sounds, even the mixing of cosmetics is a chemical laboratory operation. With better than average laboratory technique and better equipment than the author describes, some of her formulas will produce fair results. Under ordinary kitchen stove conditions, not even a dozen will produce cosmetics which any woman of our acquaintance would use.

The book itself is full of errors of fact and science. We shall mention only a few caught at random. To list them all would take at least a page in this journal. Space is not available for such a profitless procedure. Here, however, are a few bits of priceless nonsense:

"In the United States, formaldehyde is the preservative generally used in these (tragacanth) lotions." (Page 43.)

"Unfortunately, a substance strong enough to prevent split droplets from obeying the law of gravity and floating to the top of the lotion is usually strong

enough to deplete and exhaust the delicate texture of facial cuticle." (Speaking of emulsifiers on page 44.)

"As there are people who have idiosyncrasies for some of these (perfume) oils, I will call your attention to oil of bergamot ——" (Page 47.) Of all things, bergamot! It has been under suspicion for years.

Page after page tells of the simplicity of making such items as face powder, nail enamel, and a host of other tricky and difficult operations. She does say lipsticks are cheaper to buy, but almost anything else can be made in the kitchen. Poor unsuspecting public! We hope too many will not be taken in for the enrichment of the author, the publisher and one highly recommended supplier of materials at what the trade generally considers outrageous prices.

Inasmuch as the book rails at the "false and misleading advertising" of the cosmetic industry, a point on which this reviewer agrees in large measure, we close this review with a brief statement of the publishers' method of presenting it to the reviewers. Along with the review copy came a jar of cream, photographically reproduced, whose label reads: "You can't buy Tissue Cream as good and as pure as this—but you can make it yourself for as little as 3c! See 'Beauty Begins at Home' by Katherine Wellman ——" The jar contains a cream—not too good a cream at that—which this reviewer will bet was not made with the three pans and the wooden spoon recommended by the author and not filled at the kitchen sink either! Perhaps it depends upon whether the cosmetic manufacturer or the publisher of a very bad book does the advertising!

S. L. M.

☐ Annual Survey of American Chemistry, Volume X, 1935. *Edited by Clarence J. West. 487 pages, 8½ by 5½ inches. Published for the National Research Council by Reinhold Pub. Co., Inc., New York City. Price $5.00*

The tenth volume of an annual series containing 25 chapters with author and subject index. It is not a text, but a survey containing hundreds of references. The most interesting chapter this reviewer found was that on "Detergents & Detergency" by Pauline Mack. The field is very well covered. Modern concepts of detergency as well as the many new detergents offered in the last two years are thoroughly considered. Chemical nature is identified with brand names. Both theory and practice are correlated. Over a hundred patents are included in the bibliography of this chapter.

Another particularly valuable section is that on analytical chemistry, which also considers two years' progress.

M. G. de Navarre

To Brush or NOT to Brush

IN response to numerous requests for data regarding the relative sales of lather and brushless shaving creams and the trend of the market for these two classes of preparations, we requested correspondents in all parts of the country to secure estimates from leading retail outlets in their sections. As had been anticipated, there has been a sharp increase in the sale of brushless creams during the last three years and a corresponding falling off in the sale of lather creams.

In the table, these have been balanced in percentages of the total business done but for this reason the figures for the three years covered are not strictly comparable. There has been a growth in the market for shaving preparations. Hence, in dollar volume, sales of brushless creams have advanced more than these percentages while sales of lather creams have declined less than shown in the table. It was impossible, however, without definite figures, usually not to be had, to take full account of this general increase in the market for all types of preparations.

Significant in the statistics as well as in the more detailed reports of our correspondents was the fact that the ratio of increase of brushless creams during the last few months has been somewhat less than formerly. In other words, fewer now seem to be turning from lather to brushless creams than did last year and the year before. This is particularly apparent in some sections. For example, Birmingham and Salt Lake City both report a gain for the lather creams as compared with the 1935 ratio.

The index for the country as a whole has been computed from general sales statistics of the various cities, and due weight has also been given to a slower ratio of change which was reported by mail order houses and others whose business is largely in the rural areas. The combined figure is not to be taken as absolutely accurate but expresses, in the opinion of the editors, a very close approximation to the actual facts.

Among the comments of correspondents were some of considerable interest. One Pacific Coast writer reported a leading sales executive in his territory as believing that brushless creams would entirely supplant the lather type within a few years. A Southern buyer opined that brushless creams were at their height and that lather creams were due for a recovery of their former popularity. Several correspondents reported that sales of electric shaving devices were beginning to be felt in the markets for both.

The table gives figures in percentages for nineteen cities, and the weighted figure for the whole country.

Relative Sales of Lather and Brushless Shaving Cream in 1933, 1935 and 1936

	1933		1935		1936	
	Lather	Brushless	Lather	Brushless	Lather	Brushless
New York	85%	15%	62%	38%	52%	48%
Chicago	72	28	68	32	50	50
Detroit	75	25	65	35	66	34
Philadelphia	90	10	82	18	80	20
Boston	82	18	71	29	64	36
Los Angeles	81	19	67	33	58	42
Cincinnati	No Data		No Data		60	40
Denver	No Data		73	27	65	35
Birmingham	80	20	67	33	70	30
Milwaukee	No Data		65	35	52	48
Houston	80	20	61	39	59	41
Salt Lake City	90	10	62	38	65	35
Seattle	No Data		No Data		77	23
Louisville	95	5	No Data		71	29
Des Moines	85	15	74	26	67	33
Memphis	No Data		No Data		67	33
Omaha	87	13	58	42	50	50
Topeka	86	14	78	22	71	29
Oklahoma City	97	3	78	22	70	30
United States (Weighted)	82.5	17.5	67.5	32.5	64.8	35.2

NEW COMPANIES

Kern Laboratories, Chicago, Ill., drugs, cosmetics, etc., 100 shares common. Incorporators: John Kern, W. G. Youngsma and Isidor Fox. Filed by Samuel S. Wittelle, 7 S. Dearborn street, Chicago, Ill.

Lawrence Distributing Corp., New York, toilet goods, $100. Filed by Charles F. Goldberg, 22 E. 40th street, New York.

Atlas Soap Co., Inc., Brooklyn, N. Y., cosmetics, $20,000. Filed by Arthur I. Goldstein, 31 Union square, New York City.

Charles V. Horvath Co., Inc., 336 N. Hill street, South Bend, Ind., cosmetics, etc., 1000 shares no par value. Incorporators: Charles V. Horvath, Helen J. Horvath, R. B. Maxson.

Macrino's Beauty Products, Inc., New York, toilet soaps, toilet creams, rouges and toilet supplies, $20,000. Filed by Gruber & Gruber, 50 Court street, Brooklyn, N. Y.

Beauty Supply Guild, Inc., 603 Majestic building, Indianapolis, Ind., retail and wholesale beauty supplies and equipment; manufacture cosmetics, 200 shares of $10 par value. Incorporators: Ralph W. Eberhart, Elmer L. Beanblossom, David R. Wilkinson.

Pol-Ert Corp., Queens, New York, compact kits containing brush, mirror, comb, shaving set, $10,000. Filed by Harry Fisher, 26 Court street, Brooklyn, N. Y.

New Products and Processes

Under this heading are published brief articles concerning interesting new products and processes offered in the industry. The material is in every instance furnished by the sponsor of the product and the article is not to be considered an endorsement by this journal.

R. F. Revson Co., New York, announces the production of a new soap color which the company feels will be of considerable interest to the trade. This color is designated as "Soap Fast Scarlet G." It produces orange to fiery red colors in soaps that are fast to light and alkali.

IMPROVING PRODUCTION

By RALPH H. AUCH, A. B., Ch. E.

ONE HOT WEATHER PROBLEM SOLVED

Brushless Shaving Cream formulations that cool to an inviting looking, easy and pleasant to apply consistency when the temperature is normal ordinarily cool to heavy, pasty, "gooey" masses when the atmospheric temperature is at 90 or even 100 degrees Fahrenheit and above.

Once the cream has been cooled to 70 degrees or below, the normal structure or consistency is developed and any subsequent warming will ordinarily have no adverse effect. For those manufacturers with refrigerating equipment, the solution is simple enough. For those without such equipment, it involves drayage to and from as well as the charges of the refrigeration warehouse itself.

Obviously the cream should be chilled in bulk to keep down the weight and bulk to be handled but it can be done with the finished packages if need be.

TERRITORIAL VARIATIONS

A number of industries have taken into account the type or taste differences and preferences of different parts of the country. Many are not as obvious as soft granulation in one place and hard granulation in another in sugar or white shell or brown shell eggs. For example, the coffee roaster makes as many as four or more degrees of roast and the prepared biscuit mix manufacturer varies his proportion so as to provide each given area with the type of biscuits surveys prove are preferred.

Thus far no cosmetic manufacturer has been observed to take the local conditions and territorial differences into account. This should prove an interesting and probably profitable undertaking in some lines at least. To cite a few items as a starter.

In bath salts, a larger percentage of softener to "break" the water might be employed in hard water than in soft water areas. In creams generally, a little firmer consistency for the warmer sections might prove an advantage saleswise. But what of the colder climates in summer? One can't catch the seasonal variations! True, but milady is probably reconciled to having her creams soft and runny in the summer heat.

A survey might disclose that women generally in one area like a "heavier" powder than in a second. Another survey might uncover the fact that one area likes cosmetics generally more highly scented than another. In astringents and skin tonics, a lower alcoholic concentration might be more desirable in warm sections than in colder ones.

All this might and might not bring out good copy hooks. Some of the differences might be exploited, others might simply be cashed in through better consumer acceptance. Each case where the idea is adopted would throw added work on the production man but is well worth it.

CLOSURES TOO TIGHT?

Before there were so many efficient inexpensive machines for screwing home caps on bottles and jars, they were largely applied by hand. The fatigue element prevents caps from being applied too tightly—in fact—might cause some to be too loosely applied.

Those of us in the know, tap the cap lightly and off it comes readily. How many women, on the other hand, conclude the package is a nuisance and an abomination before she ever gets it open? Here is a good place to check some sales resistance and consumer ill will.

Most closing machines have an adjustment of one kind or another to increase or decrease the tension. Some day, maybe, the principle we used in screwing home the noses of gas shells in the World War will be utilized, namely, compressed air. A definite air pressure meant a definite tension—the rotor stalled when it was attained.

INTERCHANGE OF IDEAS

The management of a few concerns in this industry still persist in being secretive about their operations and entertain no visitors. They are only kidding themselves. This writer knows from experience, observation and contact that some are actually behind the times. Some of the processes, operations and equipment so zealously guarded are obsolete and have been thrown into discard in favor of newer, better things by their more aggressive competitors.

The laughable thing is that, generally speaking, such organizations when they finally become sold on some new development don't have the skill within their own ogranization to adopt or develop the new. They rush frantically out to the equipment and raw material manufacturer for help. If they do, they get only half-hearted cooperation because those to whom they appeal remember the coldness, the haughtiness and the indifference their representatives were met with in the past.

Then, they sometimes rush to the consultant on products, plant or equipment as the case may be. They pay their money and get a lot of professional atmosphere, technical hub-bub and, on occasion, something of value. Another ludicrous part of all this, is that, if the consultant didn't have previous experience to draw on there could be no consultants. After he has finished his work the consultant then moves on, free to use the data and information accumulated at the secretive fellow's expense in the plant or on the product of friendly enemy or bitter competitor alike.

How much better is the attitude of the great majority. Only one example of friendly cooperation is cited. One plant manager loaned a competitor one hundred and twenty-five girls to get ahead on production because threatened flood waters would likely shut down the competitor's plant for a period of days.

NEWS & events

Cowling Buys Gene Palmer, Inc.

Donald S. Cowling, who for the past seven years has been with Lucien Lelong, Inc., Chicago, principally as sales director, resigned from that company August 1 and purchased the business of Gene Palmer, Inc., of Los Angeles. The Gene Palmer business will be continued under the original name and at the same address, 1038 West Venice boulevard, by Mr. Cowling, and most of the personnel of the old company has been taken over by the new corporation. Plans for the extension and expansion of the business are rapidly materializing and several new numbers are ready for launching as this issue goes to press.

Mr. Cowling

Plans For Trade Practice Conference Formulated

Plans have been formulated by the Toilet Goods Association, acting on behalf of the industry, for the Trade Practice Conference with the Federal Trade Commission, authorized by the industry at a meeting early in August. A special committee has been engaged in drafting a set of rules for preliminary submitting to the Commission in line with the procedure governing these conferences. The date for the conference itself will be set after these preliminary rules have been submitted and examined by the Commission.

While the Commission has studiously avoided committing itself on any activities of this or other industries under the Robinson-Patman Act, it is believed that many of the difficulties which the industry faces under the act will be eliminated when rules of fair competition governing trade practices have been adopted. The Commission is expected to refuse to approve rules regarding prices, but will, if it acts in accordance with precedent, approve rules governing demonstrators, PM's, advertising allowances and other matters falling definitely within the "trade practice" class.

To Hold Drug Trades Exposition

The Fifth Annual Drug Trades Exposition of the Drug Salesmen's Association of New York, Inc., will be held this year at the Grand Central Palace, New York City, during National Pharmacy Week, October 20th, 21st and 22nd, 1936. The scope is being expanded to include the participation of thousands upon thousands of physicians as well as proprietors of pharmacies and wholesalers in the field, emphasis being placed upon the close relations existing between the medical profession and pharmacy. On the Advisory Council are: Frank A. Blair, president, The Proprietary Association; H. L. Brooks, president, The Toilet Goods Association and D. W. Coutlee, president, Pharmaceutical Advertising Directors Club.

Louisiana Laws Exempt Soaps

The new Louisiana Food, Drug and Cosmetic Act does not apply to soaps unless medicinal or curative qualities are claimed for them, according to the Soap and Glycerine Producers Association. A conference between state enforcement officials and counsel for the association developed the further fact that under this heading shaving soaps, including the brushless type, will be exempt from the operation of the act.

The retail sales tax in Louisiana and the local retail sales tax in New Orleans also do not apply to soaps which sell at less than ten cents a bar or package. According to the interpretation of local officials, shaving soaps, including brushless, are to be classed as soaps under these two measures as well.

Program Complete for Buyers Conference

The program for the second annual Perfume and Cosmetic Buyers Conference and Exhibition is virtually completed. The affair will be held at the Roosevelt Hotel, New York, September 22, 23, 24, and 25, opening each day at 10 A.M. A luncheon for buyers and manufacturers' representatives will take place each day at 1 P.M., with business sessions immediately following the luncheon.

Mr. Jones

The chairman for the first day will be J. S. Holliday of the Joseph Horne Co., Pittsburgh, who is general chairman of the conference. Gilbert H. Montague, well-known attorney, will discuss the Robinson-Patman Act and Madeline Darling of *Vogue* will speak on the "Relationship of Fashion and Cosmetics." Harry Becker of Saks 34th Street, New York, will preside on the second day, with talks by Frank Dalton O'Sullivan of Chicago on "Enemies

of the Cosmetic Industry" and Harry Fogelman on "Salesmanship and Its Possibilities." William Solomon of Whelan Drug Co., New York, will be chairman for the third day. A fashion show will be held that evening.

More than 500 buyers are expected, judging from early registration and virtually all of the display space has already been taken according to Tom Jones, manager of the conference.

Peet Named Colgate Advertising Manager

Roy W. Peet has been appointed advertising manager of Colgate - Palmolive - Peet Co., Jersey City, N. J. Mr. Peet started his business career seventeen years ago with the old Peet Brothers Co., Kansas City, Mo., and when the company was merged with the Palmolive Co., became associated with the merged companies in advertising work. The Colgate merger with Palmolive-Peet brought him to the present organization. During the last three years Mr. Peet has been acting as assistant to Ken R. Dyke, who recently resigned as advertising manager of the company.

Mr. Peet

Kentucky to Collect Taxes Despite Ruling

The state of Kentucky will continue its attempt to collect taxes from cosmetic manufacturers in spite of a court ruling that this section of the law is unconstitutional on the ground that a tax upon receipt of goods was interference with interstate commerce.

The Department of Revenue has issued a list of taxable and non-taxable items in this field and has instructed collectors to enforce the law despite the ruling, which, according to announcement, will be promptly appealed.

On the taxable list are; nail polish, bay rum, witch hazel, bath salts, toilet water, antiseptic mouth washes, compacts and vanity cases containing powder, rouge and lipstick, and all cosmetics sold by barber shops and beauty parlors. Not taxable according to the Department, are: combs, nail files, shaving cream, petroleum jelly, cuticle scissors, cleansing tissues, olive oil, rubbing alcohol, peroxide, artificial finger nails and eyelashes, baby powder and tooth brushes.

Finney Organizes New Company

Thomas M. Finney has formed the Emulsion Products Co., to manufacture and merchandise a new product which will be generally distributed on the Pacific Coast. Dr. W. H. Finney is associated with his father in the new company, and the offices and factory have been established at 3900 Avalon boulevard, Los Angeles.

Joins California Cosmetic Association

Chrysons Limited, 852 North La Brea, Hollywood, has recently joined the California Cosmetic Association. W. C. Larrabee is president and C. W. Smith is secretary and treasurer of the company.

Plastics Companies Join in Merger

A merger of the Plaskon Co., Toledo, and the Unyte Corp., New York, both large manufacturers of plastic materials which find many uses in the cosmetic industry, has been accomplished. The combined assets of the two companies are said to approximate $1,000,000 and total business of the merged units is expected to run in the vicinity of $2,000,000 annually. Officers of the merged companies, whose headquarters will be in Toledo, are: J. L. Rodgers, Jr., president; Horton Spitzer and R. B. Harrison, vice-presidents; C. O. Marshall, secretary, and W. R. Feldtmann, treasurer. Directors, in addition to the officers, are: H. D. Bennett, who is also president of the Toledo Scale Co. and W. P. Pickhardt, former president of the Unyte Corp.

Al Rosenfeld, Inc., to Distribute Worth Line

Al. Rosenfeld, president, and S. Theodore Lande, vice-president, of Al Rosenfeld, Inc., New York, recently returned from an extended European trip, and have announced that their company has been appointed sales representative in the United States for the perfumes of Société Worth, Paris. The line is well known here, having been represented in America for some years and available in leading retail outlets. Distribution plans call for sales through the more exclusive shops. Three perfumes comprise the line at present, "Dans La Nuit," "Vers Toi," and "Je Reviens." A new odor, "Projets," will be launched in the autumn.

Mr. Lande states that other new lines will soon be announced by the company, their formal presentation being delayed until everything is ready for efficient distribution.

These attractive packages contain Worth's "dans la nuit" perfume now being distributed by Al Rosenfeld Inc. The round bottles on the left are deep blue glass with the name "Worth" engraved on the front. The little square bottle with frosted stopper, rests on a plush-covered base, and a silver metal bell fits over the entire package. The light blue frosted container on the right has silver stars directly engraved in the glass and all the containers have round black and silver seals. Bottles by Lalique.

Balsley Joins Merle Norman Co.

Capt. H. Clyde Balsley, formerly president of Katherine MacDonald of Hollywood, has joined the organization of Merle Norman, Ocean Park, California, in the capacity of general manager. Captain Balsley is extremely well known in the industry, being a member of the legislative committee of the Toilet Goods Association and a member of the board of directors of the California Cosmetic Association. He recently attended the T.G.A. convention in New York as a delegate to the parent association from the California organization and is always active in matters pertaining to the welfare of the industry. Captain Balsley will be found conducting his new duties at the headquarters of Merle Norman located at 2529 Main street, Ocean Park, California.

Capt. Balsley

Synthesis of Vitamin B1 Announced by Merck

Synthesis of vitamin B1 has been accomplished, according to an announcement by Merck & Co., Rahway, N. J., and the Bell Telephone Laboratories. Dr. R. R. Williams, chemical director of Bell Laboratories and Dr. J. K. Kline of the Merck research staff were in charge of the work. Other important collaborators in the work have been Professor H. T. Clarke, Dr. E. R. Buchman and Messrs. R. E. Waterman and A. E. Ruehle.

The earlier work was done at Columbia University and the later phases at the research laboratories of Merck & Co. This development marks the culmination of twenty-six years of intensive experimental effort by Dr. Williams on this, the first of the vitamins to be discovered. The results confirm the chemical picture of the vitamin molecule which Dr. Williams and his co-workers have recently announced and also provide a practical method of producing this substance for which an increasing number of uses are developing in medicine and public hygiene.

The synthesis is effected by combining 2 methyl, 5 brom methyl, 6 amino pyrimidine with 4 methyl, 5 beta hydroxy ethyl thiazole. The former is somewhat related to the hypnotic Barbital; the latter is a pyridine-like sulfur containing substance more or less akin to certain of the agents used in accelerating the vulcanization of rubber and in the sensitization of photographic plates. In spite of the difficulty of the synthesis, the vitamin can be produced much more cheaply by this process than by extraction from natural products.

Sandra Business Changes Hands

Mrs. Imogene Fouque has taken over the business of Sandra and will conduct it at 2212 West Seventh street, Los Angeles. Mrs. Fouque will be remembered from her early association with this company and will continue to expand the business. Membership has been granted to this organization by the California Cosmetic Association.

Kougoulsky Now With Germaine Monteil

Boris S. Kougoulsky, formerly for some years with Houbigant, Inc., has been appointed general business manager of the Germaine Monteil Cosmetiques Corp., New York. At the same time the company announced that Miss Lylian Bell has replaced W. VanValkenburgh as sales promotion manager. Miss Bell has just returned from a three months' trip through the country, reporting that prospects for Fall and holiday business are very bright.

Mr. Kougoulsky

Injunction Denied in Case on "Post" Mark

The New York State Supreme Court has denied the Post Institute, Inc., New York, an injunction against the Lander Co., New York, and S. H. Kress & Co., Inc., in a suit brought to restrain them from using the name "Elizabeth Post" on toilet preparations. Suit for permanent injunction and damages which is pend- will be tried September 28. Meanwhile the Court refused a temporary restraining order on showing of ample financial responsibility on the part of the defendants.

Laco Products, Inc., to Succeed Lockwood Brackett Co.

Laco Products, Inc., has been formed to succeed to the business and organization of the Lockwood Brackett Co., Boston. New and aggressive sales and merchandising plans are now under way and will soon be announced.

T. R. Lockwood, one of the founders of the business, will continue in the capacity of vice-president. The company also plans to extend its program of national advertising.

Magnus Appoints Coast Agents

The G. B. Dean organization, drug distributors, has been appointed exclusive distributor for the products of Magnus, Mabee & Reynard, Inc., New York, on the Pacific Coast. The Dean organization, with offices at 246-256 Mission street, San Francisco and 401 East 3rd street, Los Angeles, has had considerable experience in the drug distributing field. Complete stocks of M M & R specialties, essential oils, refined balsams, etc., will be carried for the convenience of the consuming trades.

P. C. Magnus, president of Magnus, Mabee & Reynard, Inc., now on an extended tour through the Middlewest where he is addressing drug groups and inspecting the far-flung centers of his organization, is now spending considerable time at the new Chicago M M & R office. In line with the recent reorganization of the Chicago headquarters, the office and stockrooms at 444 West Grand ave., have been enlarged and improved, to better accommodate growing demand. G. A. Cammerer is in charge and is assisted by Harold G. Ophus and Geo. H. Becker.

Rubinstein to Move to New Address

Helena Rubinstein, Inc., after ten years at 8 East 57th street, New York, will soon move to new quarters at 715 Fifth avenue. The entire building at that address has been taken and is being appropriately remodeled for the cosmetic company. Air conditioning, a library, a permanent museum, motion picture rooms and other modern appointments will, it is expected, make the new headquarters one of the finest establishments in the industry.

Continental Can Elects Vice-Presidents

S. J. Steele, vice-president in charge of sales, and J. F. Hartlieb, vice-president, have been designated as executive vice-presidents of Continental Can Co., Inc., New York.

The following additional vice-presidents were elected: F. J. O'Brien, formerly general manager of production, was elected vice-president in charge of manufacture; F. Gladden Searle, formerly general sales manager, was elected vice-president in charge of sales; Arthur V. Crary, of the general line sales department, was elected vice-president; J. S. Snelham, formerly comptroller, was elected vice-president and comptroller; M. S. Huffman, a director of the company with headquarters on the Pacific Coast, was elected vice-president.

T.G.A. to Appeal Maine Law Decision

The Toilet Goods Association has announced that it would carry its appeal on the constitutionality of the Maine cosmetic law to the United States Supreme Court. A Federal Court recently upheld the law, which requires registration and the payment of fees by manufacturers seeking to sell their products in the state.

Mennen Appoints Ritchie Representative in Canada

The Mennen Co., Newark, N. J., has appointed Harold F. Ritchie & Co., Ltd., Toronto, representative for the sale of Mennen products in Canada. The products will be made by the firm of J. C. Eno, Ltd., Toronto, whose products are also distributed through the Ritchie organization.

Drexel Moves to Larger Quarters

Drexel & Co., Baltimore, manufacturer of toilet preparations, is now located in large quarters at 1608 East Fairmount avenue, where it occupies the entire first floor. The company for some years was located at 301 West Biddle street.

British Pharmaceutical Conference Held

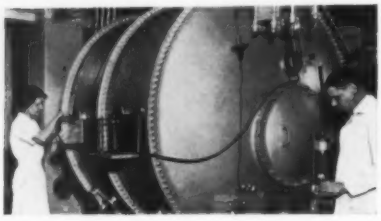
This year's British Pharmaceutical Conference was held at Bournemouth, a delightful watering place in Hampshire, famous for its mild climate. The chairman, Harold Deane, B.Sc. (Lond.), F.I.C., Ph.C., gave an interesting address on "The Cultivation of Drugs," a subject on which he is admirably qualified to speak, as he is works manager to Messrs. Stafford Allen & Sons, who grow numerous drug yielding and aromatic plants at their farm at Long Melford, where there is an up-to-date factory for drying the herbs and extracting their active principles, and for the distillation of volatile oils.

A number of papers were read at the Conference, of pharmaceutical interest. Attention may be called to those of Mr. G. Middleton, B.Sc., F.I.C., dealing, respectively, with "The Anomalous Viscosity of Mucilage of Tragacanth," and "The Standardisation of Tragacanth," as being of interest also to cosmetic manufacturers.

Denney & Denney's new showroom in New York has been handsomely decorated and new display cases and furniture installed. It is now one of the most attractive offices in the Fifth Avenue cosmetic colony.

Pfaudler Equipment Used in Common Cold Tests

A series of unusual experiments recently conducted at the Harvard School of Public Health was designed to test the incidence of colds and develop means for controlling infection. The tests were made through the use of special apparatus consisting in part of a glass lined Pfaudler tank of 200 cubic feet capacity. The air in the tank was inoculated and samples



were drawn from it over a considerable period of time. Measurement of the number of cultures resulted in some extremely interesting and valuable conclusions, among them being that germs carried by the air are particularly "tough," such organisms being recovered after a period of 48 hours, while germs needing a watery medium did not last nearly so long. The work was done under the direction of William F. Wells, graduate of the School of Public Health and Wyman R. Stone of the School of Engineering, Harvard University.

Winarick Wins Injunction on "Jeris" Infringement

Arthur Winarick, Inc., New York, has won a temporary injunction in Federal District Court for the Eastern District of Pennsylvania, forbidding the Franklin Sales Co., and Frank J. Kirk, of Philadelphia, from rebottling the Winarick products, notably "Jeris" hair tonic, and from imitating the Winarick company's bottles and labels. A suit for a permanent injunction and damages of $50,000 is pending in Federal Court.

Celluloid Corp. Renames Divisions

New designations have been given to the various sales divisions of Celluloid Corp. to allow for the additional products that are now sold by this company. *Plastics Division* is the new designation for the former Sheet, Rod & Tube Division which will now handle the sale of all cellulose plastic materials. *Fabricating Division* is the new name for the former Specialties Division which handles the sale of machined and molded articles in "Celluloid" and "Lumarith" for those who have no facilities for handling plastics in their own plants or for those who have inadequate facilities. The other sales divisions of the company remain as formerly designated.

Continental Acquires Wilkes-Barre Can Co.

Continental Can Co. (of Pennsylvania), a subsidiary of Continental Can Co., Inc., has acquired the assets and can manufacturing business of Wilkes-Barre Can Co., Wilkes-Barre, Pa., as of August 9. The Wilkes-Barre Can Co., established in 1858, manufactures a general line of tin containers including oil and grease cans, drums, buckets, canister sets, etc. The property acquired includes a three-story can manufacturing plant of approximately 104,000 square feet.

Stummer Returns from European Trip

Dr. Joseph L. Stummer, consultant to the cosmetic industry, has returned from a European trip of several months. He visited all of the principal countries inspecting cosmetic and toilet preparations establishments and studying European methods of production. He was especially impressed by the progress made in England where, he reports, the development of new machinery and equipment has made rapid progress, which is likely to make that country the leader in cosmetics in the European field. Germany, too, has made considerable progress in the development of new materials and processes, but social and political troubles, according to Dr. Stummer, are retarding progress in most of the other countries.

Dr. C. T. Smith Joins Florasynth on Coast

Dr. Clarence T. Smith has joined the Pacific Coast staff of the Florasynth Laboratories, Inc., New York, and will be associated with the Los Angeles office in a sales capacity. He is an experienced cosmetician and will specialize in and supervise sales in that field under the direction of Dr. Alexander Katz, head of the Coast organization of Florasynth.

Valure Laboratories Changes Name

The Virginia Valure Laboratories, Inc., 2039 Book Tower, Detroit, cosmetic manufacturer, has been changed to the Celestine Hay Laboratories, Inc.

This pictured section of the Owens-Illinois Glass Co. exhibit at the Texas Centennial in Dallas provides an irresistible attraction for the thousands of visitors attending the Lone Star State's celebration. Vast expanses of glass block walls, great pillars of glass masonry, with photographic murals depicting the many phases of the company's activities and glass settings and enclosures for the organization's seemingly endless variety of bottles and glass containers and fiberglas, for insulation and textile applications, present a modern fairyland picture of the new Age of Glass.

Turner Sails for Vacation

J. Everton Turner, president of the Turner White Metal Co., New Brunswick, N. J., accompanied by Mrs. Turner and their son, John, sailed on the *Acadia*, August 27, for Yarmouth, N. S., to enjoy a well-earned vacation. They plan to tour Nova Scotia by motor, visiting all of the places of interest, returning late in September. Prior to his departure, Mr. Turner reported that business had been well maintained by his company throughout the depression and that the volume was increasing so steadily that his company plans to go on a two-shift basis in September.

Inter-City Golf Tournament Planned

The annual Chicago-Detroit Inter-City Golf Tournament will be played this year at Olympia Fields, Chicago, on September 15. The prize is the Fort Dearborn Trophy, now held by the Detroit golfers who won it last year on their home course. A dinner and presentation of the trophy and the individual prizes will be held in the evening.

Fritzsche Moves Philadelphia Office

The Philadelphia offices of Fritzsche Brothers, Inc., New York, are now located in more convenient quarters at 12 South 12th Street, room 1512. The new telephone number is WALnut 4131. The Philadelphia branch is under the management of William F. Kiefer.

L. S. Brooks Now With Polak's Frutal Works

L. S. Brooks, who was formerly connected with the California Fruit Growers Exchange, has joined the sales staff of Polak's Frutal Works, Inc., New York, and will cover New England, New Jersey and Pennsylvania.

Bristol-Myers Increases Earnings

The tentative consolidated profit and loss statement of Bristol-Myers Co. and its subsidiaries, after all charges, including an estimated provision for Federal income taxes, for the three months ended June 30, 1936, shows net income of $519,463.90, or 76 cents per share on the 687,053 shares of $5 par value capital stock outstanding in the hands of the public at the end of the quarter. For the same period last year comparable earnings amounted to $456,781.35, or 66 cents per share on the 689,098 shares of $5 par value capital stock outstanding in the hands of the public at that time.

For the six months ended June 30, 1936, consolidated net earnings were $1,179,349.82 compared with $1,007,731,13 for the same period of 1935.

Earnings for the twelve months ended June 30, 1936, amounted to $2,404,191.49 compared with $1,951,848.06 for the twelve months ended June 30, 1935.

Corner of the Fifth Avenue showroom of Parfumerie St. Denis, New York, recently redecorated and refurnished. The company's products are attractively displayed in the showcases and the royal blue couch and ivory chairs on the blue rug create a bright and cozy atmosphere.

Connecticut Company Leases Boston Space

The Connecticut Wholesale Drug & Perfumery Co., Inc., has leased space at 77 North Washington Street, Boston, on behalf of its subsidiary, the Carrol Co. The space will be used for warehousing Boston stocks.

Procter & Gamble Largest Radio Advertisers

In a most unusual and interesting broadside issued by the National Broadcasting Co., New York, Procter & Gamble Co., Cincinnati, makers of "Ivory" soap, "Camay" toilet soap, "Dreft" and other products, are given first rank in radio advertising as "the world's largest network user."

The circular, which is headed "Parade," is entirely devoted to the "parade" of Procter & Gamble products advertised on the air. It shows that from 1929 through 1935 the company used a total of 230 program-months (defined as "one program series broadcast for one month or fraction thereof"). Time on the air has averaged 19 program-months monthly for that period, and the average for the summer months is the same as that for the winter months, unusual in radio advertising.

It is further pointed out that during the first four months of 1936, Procter & Gamble increased weekday daytime radio expenditures by 68 per cent over the same period in 1935.

Luzier's Buys Additional Property

Luzier's, Inc., 3216 Gillham plaza, Kansas City, Mo., has rounded out a 200-foot tract on the east side of Oak street, between Linwood boulevard and Thirty-third street by buying a 40-foot lot at 3249 Oak street, with a two-story house, from Mrs. Laure W. Courreger, for $4,000. The property recently purchased will be utilized for an extension of the plant and more definite plans will be available later.

Oregon to Vote on Cosmetic Taxes

Cosmetics are singled out as one of the chief sources for new revenue in Initiative 115, which Oregon voters will pass upon at the next general election. This has won strong support on account of the fact that it is a popular Old Age Pension Bill. This Initiative would raise from cosmetics, toilet articles and proprietary medicines, the sum of $460,000 a year in new taxes in order to provide for pensions. Moreover, business and occupational taxation in general would provide the sum of $14,160,000, according to estimates of its proponents.

In order to provide pocket money for Grandpop, John C. Stevenson, who expects to be Governor of Washington, would give $100 a month to every person over 60 years, and all disabled and blind residents. He has designed this Initiative 115, one of the 22, of which half have to do with taxation.

Stevenson's program alone, which is in danger of passing, would saddle the cosmetic industry in Seattle and other large cities of the state with drastic burdens in order to yield millions of new money with which to play politics.

George L. Leonhard

George L. Leonhard, president of Theodor Leonhard Wax Co., Haledon, Paterson, N. J., died August 19 at Bay Shore, L. I., at the age of 65. He was the last surviving son of the late Theodor Leonhard who founded the business in 1852. He was also president of Paterson Parchment Paper Co. of Bristol, Pa. He leaves two sons, George R. and John T. Leonhard, four grandchildren, and a sister, Mrs. William F. Brunner of East Orange, N. J.

J. Emmett Wolfe

J. Emmett Wolfe, former treasurer of Neumann-Buslee & Wolfe, Inc., Chicago, died at Los Angeles, Calif., August 8, at the age of 60. Mr. Wolfe was born in 1876 in Arkansas City, Kan. His business career started in the wholesale drug line and after some experience he became associated with the National Aniline & Chemical Co., in Chicago. He covered the Western territory for that company until 1920, when he became associated with the firm of Neumann-Buslee & Wolfe as treasurer.

Mr. Wolfe was a member of Crescent Blue Lodge, F. & A. M.; Bennett Chapter, R.A.M.; Commandery No. 30, K.T., of Arkansas City, and of the Midian Shrine Temple of Wichita, Kan.

During the last three years failing health compelled him to relinquish in large measure his active duties with the company and he made his home with two of his sisters in Los Angeles. Surviving are three sisters, Mrs. F. Sprague and Miss Ouida Wolfe of Los Angeles and Mrs. J. Young of Kinsley, Kan. Funeral services were held at Arkansas City.

Philip I. Heuisler

Philip Ignatius Heuisler, president and chairman of the executive committee of the Maryland Glass Corp., Baltimore, died suddenly August 17 at Franconia, N. H., where he had been spending a vacation. Mr. Heuisler was born in Baltimore in 1871 and was graduated from Loyola College, later graduating from the University of Maryland in pharmacy and studying chemistry at Johns Hopkins University. About 46 years ago he became associated with the late Capt. Isaac E. Emerson in the early days of the Emerson Drug Co. This company built up a large business in the drug field notably with its specialty, "Bromo-Seltzer," which used the famous blue bottles in huge quantities.

The Late P. I. Heuisler

In 1908 with Capt. Emerson, he organized the Maryland Glass Co., becoming its first president, and on Capt. Emerson's death, he was named president of the drug company as well, later becoming chairman of the board of that corporation. He was a past-president of the Glass Container Association, and active in the Proprietary Association, the Baltimore Drug Exchange and the American Pharmaceutical Association. He was also a former president of the Rotary Club, and a member of the Knights of Columbus, Elkridge Club, Rolling Road Golf Club, and the Engineers' Club.

Surviving are his widow, two sons, J. Stanley Heuisler, sales manager of the Emerson Drug Co., and Philip I. Heuisler, Jr., assistant treasurer of the Maryland Glass Corp., as well as seven daughters and fourteen grandchildren.

Lewis Vreeland

Lewis Vreeland, veteran essential oil man and for many years manager of the oil room of Dodge & Olcott Co., New York, died August 10 at the age of 81. He had been active in the business until about a year ago when failing health brought about his retirement. He was born in 1856 and entered the employ of Dodge & Olcott Co., in 1873. At that time, including the partners, the entire staff of the company numbered only ten. Commenting on his death, H. G. Weicker, vice-president of the company, said: "The entire staff mourns the loss of a faithful friend." Mr. Vreeland leaves his widow, Mrs. M. L. Vreeland of Freeport, L. I.; a son, Walter J. Vreeland, and a daughter, Mrs. Florence V. Jansen.

The Late Lewis Vreeland

Yugoslavia Regulations on Cosmetic Sales

The Yugoslavian Official Gazette published recently an important decree relating to the control of cosmetics, which we outline below:

1. The control of cosmetic preparations which are sold in closed packages is to be carried out at the place of the producer or his responsible representative; and at the place of the vendor only in the event of suspicion of adulteration, or of false description on the part of the manufacturer. Preparations which are sold in closed packings must have the name and address of the manufacturer, or in the case of foreign products, of the responsible representative, clearly written in a conspicuous place.

2. Those preparations are liable to control which are specified as taxable in paragraph 1. (4) of the law relating to the public control of commodities in general consumption. Liquid or solid perfumes used only for toilet purposes do not come within the scope of the law. Eau de Cologne is not subject to control if free of constituents injurious to health, and if there is no suspicion of adulteration. In the case of the more expensive preparations only the smallest possible quantity may be taken for purposes of analysis.

CANADIAN NEWS and NOTES

Richardson Organizes Canadian Agency

C. A. Richardson of Toronto, well-known in the toilet preparations industry through his former connection with the Howell Warehouses of that city, has organized Richardson Agencies, Ltd., and taken office and warehouse space at 454 King street, West, Toronto. Offices are also maintained in Montreal and Winnipeg. On a recent trip to New York Mr. Richardson contacted numerous raw material accounts and now advises that he has been appointed Canadian representative for Whittaker, Clark & Daniels, Inc., New York, talc and other mineral products; Richards Chemical Works, Jersey City, N. J., chemicals; Theodor Leonhard Wax Co., Haledon, Paterson, N. J., waxes; and Pfaltz & Bauer, Inc., New York, lanoline and other specialties. Announcement of other lines to round out a complete service to Canadian manufacturers of toilet preparations will be made in the near future.

Manitoba Pharmacists Meet

The Manitoba Pharmaceutical Association recently held a successful convention at the Fort Garry Hotel, Winnpeg. It was presided over by B. C. Juby, president, and a good representative attendance of city and rural druggists rewarded the efforts of the committee. President Juby in addressing the convention outlined the activities of the association during the past year and the various problems confronting the trade. The following members were elected to the executive council for the coming year: H. F. Giffin, Manitou; G. H. Grant, Souris; B. C. Goodham, Dauphin; J. K. Brown, B. C. Juby, H. W. Muir, R. C. Sanderson, Winnipeg.

Subsequently at an executive meeting the following officers were appointed: H. W. Muir, president; H. F. Giffin, vice-president; W. J. Hughes, reappointed secretary-treasurer.

Schade Back from Fishing Trip

Henry Schade, president and general manager of Sterling Products, Ltd., Windsor, Ont., has recently been on a salmon fishing trip in the vicinity of Anticosti Island in the St. Lawrence River.

Hay Calls Price Stabilization Easier

Ruthven Hay, president and managing director of Harold F. Ritchie & Co., Toronto, recently stated in an interview that price stabilization in the Canadian drug trade is not nearly as difficult today as it was three years ago. This, he says, is due chiefly to the fact that large retail institutions have become profit-conscious instead of volume-conscious.

"Price-cutting and chiselling for extra allowances in order to be able to cut in under the other fellow is a penchant with some men in retailing organizations and in some cases it has become a mental disease," Mr. Hay declared. One big advantage accruing from the greater degree of stabilization in prices, he believed, was that national advertising to the trade and consumer is given a better chance to produce results, and that he did not know of any time when national programs of advertising were as effective as they are today.

Weedon Named Director of Scott & Bowne

Charles J. Weedon, president of J. C. Eno (Canada) Ltd., has been appointed a director of Scott & Bowne. Since coming to this country from England several years ago, Mr. Weedon has won recognition for his knowledge gained of the drug merchandising trade in Canada.

Toronto Pharmacal Staff Picnic

A very enjoyable picnic was staged by the staff of the Toronto Pharmacal Co., Ltd., at Queenston Heights recently and approximately 100 persons including members of the staff and their families and friends enjoyed a sail across the lake. A well-planned program of sports and fun awaited them at the end of the trip. The committee in charge consisted of E. Colville, "Chuck" Grainger and Sid Hall assisted by Cecil Agnew as official starter.

"Rexall" Train Completes Tour

Making only four stops, in London, Toronto, Kingston, and Montreal, the "Rexall" streamline convention train recently paid a visit to the Dominion. In each city, "Rexall" druggists and the general public crowded to the stopping point to inspect what was described as the last word in traveling luxury. The train was thrown open to the general public for inspection in the four cities.

Traveling with the train and acting as host to the "Rexall" dealers was Louis K. Liggett and he was assisted by

John R. Kennedy, president of the United Drug Co. of Canada, E. H. Waldruff, president of the L. K. Liggett Co., and Bruce D. Ross, vice-president of both the United Drug and the Liggett Co. On his arrival in Toronto, Mr. Liggett was welcomed by a delegation of civic officials and presented with a policeman's helmet and baton by Deputy Chief Guthrie and a fireman's helmet by Chief George Sinclair. A presentation was made to him by Ontario "Rexall" dealers.

Mr. Liggett explained the visit of the train, which was one stopping place in a 29,000-mile tour, as "a series of old-fashioned New Year's calls." In the train were four exhibit cars, one carrying a model drug store, another carrying an exhibit in research and technology, another displaying medicine, pharmaceuticals, etc., and one featuring toilet goods, stationery, sundries, etc.

Sperber Named Sterling Advertising Manager

Ray L. Sperber of the Thompson-Koch Company of Cincinnati, Ohio, has been appointed advertising manager of Sterling Products Limited. Mr. Sperber has long made a close study of the trade in Canada and is unusually well equipped for the important position in which he is now placed. Not long ago he was one of the judges in the big Canada-wide "Bayer Aspirin" window display contest.

Pressure for Chain Store Taxes

Strong moves in the Provinces of Quebec, New Brunswick and Prince Edward Island to bring increased taxation to bear upon chain stores is bringing retaliation from the Canadian Chain Store Association. In a recent report prepared on the subject, this organization points out that the government's action represents a serious threat to the chain store system of merchandising. The report states that the principle of this taxation generally is to impose taxes on chain stores, not because they deal in a particular type of merchandise but because they are part of a chain.

In Prince Edward Island a tax of $2,000 annually on each chain store operating in the province was recently imposed. If the store can show that, for the twelve months' period, 3 per cent of its gross sales was less than $2,000 the tax will then be reduced to the lower figure. The Province of New Brunswick is reported to take the position that every business in the province selling goods directly to the consumer and owned by persons or companies not resident in the province should be taxed specially in addition to the regular business and property tax it already pays. In Quebec Province special taxes on chain stores are now imposed or are planned by many municipalities, including Montreal, Lachine, Verdun, Sherbrooke, Magog and others.

Urges Better Merchandising Methods for Independents

In a recent interview, a prominent official of one of the Canadian chain drug companies stated that there is only one way to overcome the so-called predicament which many independent stores find themselves in today and that is by increased attention to the problem of merchandising and store management. While he conceded that, in some cases, minimum prices may not allow a suitable margin of profit to the dealer, in the majority of instances margins are sufficiently large to give fair operating profits to stores which are carefully managed.

The additional 2 per cent of sales tax, he admitted, has created a problem and caused a good deal of discontent by many druggists. This is particularly true where manufacturers or wholesalers have passed on this tax without adjustment in minimum prices to cover the change.

Regarding loss leaders, this executive admitted that abuses in some instances have been evident, but that the plan itself is a legitimate method of doing business and is not harmful when properly handled and kept under control. "While it is, of course, somewhat discouraged now insofar as national brands are concerned, except in the case of a very few products whose prices are not maintained," he stated, "in the past we have found that an attractive special offer in a product has done much to increase business and generally to induce customers in the store to buy additional merchandise."

Hungarian Association To Publish Journal

The Hungarian Association of Cosmetic Manufacturers has begun publication of a periodical to be known as *Industrie Cosmetique*. Elisabeth Gaog, president of the association, is editor.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

THE AMERICAN PERFUMER
9 East 38th Street
New York City

Trade Marks Under Unfair Competition Act of 1932

N.S. 4897—"SUDSO QUICK BLUE FLAKES." Soap, soap flakes. Albert Edward Foster, Toronto, Ont.

N.S. 5319—"SPRY." A solidified alcohol compound used externally as a cosmetic and a relief of skin irritations. Spry, Inc., New York.

N.S. 5350—"VOGUE." Toilet preparations. Richard Hudnut, Ltd., Toronto, Ont.

N.S. 5375—"KOOLOX." Shaving creams. Rit Products Corp., Chicago, Ill.

N.S. 5380—Design of a capital letter "R" having a ram charging therethrough. Perfumes, toilet waters, tooth paste and powders, hair tonics and lotions, face creams, lotions and powders, etc. Societe a Responsabilite Limitee "Parfums Revillon," Paris, France.

N.S. 5382—"CASHMERE BOUQUET." Toilet water, dusting powder, face and greaseless creams, rouge and lipsticks. Colgate-Palmolive-Peet Co., Ltd., Toronto, Ont.

N.S. 5390—"DERMAGERM." Liquid preparation used in the treatment of the scalp. Alfred Stew, Winnipeg, Manitoba.

N.S. 5392—"EMO LUCKY BOY." Toilet preparations. Arthur Emond trading as Emond Laboratories, Ottawa, Ontario.

N.S. 5393—"CHIFFON." Face powders. Primrose House, New York.

N.S. 5400—"HAIRIGHT." Hair preparations. Fortune Laboratories, New York.

N.S. 5414—"PALMOLIVE." Toilet and laundry soaps, shaving cream, brushless shave cream, shaving stickets, talc powder, liquid shampoo, etc. Colgate-Palmolive-Peet Co., Ltd., Toronto, Ont.

Patents

359,220—Double Shell Closure. The Armstrong Cork Co., assignee of Walter Frederick Kaufman, both of Lancaster, Pa.

359,520—Tooth powder container. John R. Haggerty, Elizabeth, N. J.

PATENT and TRADE MARK DEPARTMENT

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT,
THE AMERICAN PERFUMER,
9 East 38th St., New York City.

Trade Mark Registration Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

347,268.—See Illustration. The Chatelle Co., Chicago, Ill. (Nov. 1, 1933.)—Shampoos.

358,564.—See Illustration. Parfumerie St. Denis, New York. (Oct. 25, 1934.)—Toilet preparations.

363,585.—"BELLE FLEUR." Dermay Perfumers, Inc., New York. (Mar. 11, 1935.)—Toilet preparations.

365,631.—See Illustration. Lentheric, Inc., New York. (May 24, 1935.)—Perfumes, face powder, rouge, eau de cologne and sunburn preventive.

368,404.—See Illustration. Fortune Laboratories, Inc., now by change of name to Hairight, Inc., New York. (Aug. 13, 1935.)—Hair tonics, hair oils, shampoos, and other hair preparations.

371,410.—"Wind Blown Roses." The Armand Co., Des Moines, Ia. (Feb. 1935.)—Face powder.

371,604.—"Karat." Paul Peter Mulhens, doing business as Eau de Cologne & Parfumerie-Fabrik "Glockengasse No. 4711" gegenuber der Pferdepost von Ferd. Mulhens, Cologne, Germany. (Oct. 20, 1935.)—Toilet preparations.

371,854, 371,855.—"MADAME PEAU FINE." E. Daltroff & Cie., doing business as Parfumerie Caron, Paris, France. (June 18, 1935.)—Soap for the first number, and for the second, perfumes, toilet waters, face and toilet powders, powder and rouge compacts, lipsticks, etc.

371,858, 371,859.—See Illustration. E. Daltroff & Cie., doing business as Parfumerie Caron, Paris, France. (July 23, 1935.)—Soaps for the first number, and for the second: perfumes toilet waters, face and toilet powders, powder and rouge compacts, lipsticks, etc.

373,286.—See Illustration. Cunningham Cleanser Corp., New York. (Apr. 1, 1929.)—Washing powder, paste soap, scouring powder, and detergents without soap.

375,695.—See Illustration. Clairol, Inc., New York. (Jan. 15, 1936.)—Hair shampoos.

375,773, 375,776.—"FRIVOLITES" and "LES ULTIMES FRIVOLITES," respectively. Parfumerie Roger et Gallet, Societe Anonyme, Paris, France. (May 3, 1934 and Nov. 28, 1935 respectively.)—Toilet preparations.

375,779.—See Illustration. Frank Savino, Palisades, N. J. (Jan. 15, 1935.)—Hair tonic.

376,097, 376,098.—See Illustration. Ferd. Mulhens, Inc., New York. (Jan. 20, 1936).—Toilet soap, shaving soap, glycerine soaps, and other soaps; eau de cologne, lavender water, hair washes, perfumes, brilliantine, and other toilet preparations, respectively.

376,491.—See Illustration. Julia Pavelkovitz, Santa Rosa, Calif. (July 24, 1913.)—Hair restorer.

376,515.—See Illustration. White Wolf Co., Worcester, Mass. (Apr. 12, 1932.)—Wave sets, honey and almond lotion.

376,633, 376,634.—See Illustrations. House of Wembdon, Inc., New York. (Feb. 1, 1936.)—Face powder, bath powder, talcum powder, after shaving lotion, toilet water, sachet, and bath crystals.

376,772.—"G. O. S." Parker Herbex Corp., New York. (Feb. 20, 1936.)—Liquid shampoo.

376,857.—See Illustration. Metro Research Laboratories, Inc., New York. (Apr. 3, 1936.)—Cosmetic deodorant preparations.

377,158.—See Illustration. Medical Soap Co., New Orleans, La. (Nov. 26, 1928.)—Germicidal soap.

377,198.—See Illustration. Samuel Salmanson, doing business as Providence Drug & Chemical Co., Providence, R. I. (Jan. 1933.)—Milk of Magnesia dental cream; deodorizer.

377,313.—"MAYGLOW." Mayglow Cosmetic Co., Chester, Pa. (Aug. 24, 1934.)—Cosmetics.

377,528.—"LANOLOR." E. R. Squibb & Sons, New York. (Apr. 15, 1936.)—Lanolin and skin preparations containing lanolin.

377,813.—"OIL OF YOUTH." Armin Varady, Inc., Chicago, Ill. (Feb. 5, 1936.)—Face oil, a cosmetic.

377,905.—See Illustration. Leon Joseph Antoine Agostini, Paris, France. (Apr. 24, 1935.)—Toilet preparations for destroying and removing human hair.

377,940.—"CAL-ZOX." Prescription Products Co., Holyoke, Mass. (Jan. 1, 1924.)—Skin lotion.

378,054.—See Illustration. Frank C. Reilly, New York. (Apr. 10, 1932.)—Toilet preparations.

378,066.—See Illustration. Gertrude Grow Bates, doing business as Egyptian Laboratories, New York. (Dec. 1935.)—Toilet preparations, specifically preparations for deodorizing and for eliminating excessive perspiration.

378,133.—"EFFECTO." Effecto Laboratories, New York. (Nov. 20, 1935.)—Shampoo, brilliantine, nail polish remover, skin lotion, mouth wash, hair tonic, and hair dye.

378,179.—"Coronation." Bloomingdale Bros., Inc., New York. (Apr. 9, 1936.)—Metal compacts filled with powder, perfume, lipstick, face powder.

378,205.—See Illustration. The Halle Bros. Co., Cleveland, Ohio. (May, 1933.)—Soap chips.

378,301.—See Illustration. Wheeler W. Cunningham, doing business as Ox-gen Laboratories, Houston, Tex. (Jan. 1, 1936.)—Dentifrice.

378,354.—See Illustration. Pierre Amouroux, Inc., New York. (June 25, 1934.)—Shaving cream.

378,371.—See Illustration. Osmotas Sanitary Service, Ltd., Bristol, England. (Nov. 1934.)—Disinfectants and deodorizing preparations.

378,395.—"QUINTUPLETS." Cohn & Rosenberger, Inc., New York. (May 1, 1936.)—Lipstick holders.

378,441.—See Illustration. Lanman & Kemp-Barclay & Co., Inc., New York. (Apr. 23, 1936.)—Toilet creams.

378,482.—See Illustration. The Drackett Co., Cincinnati, Ohio. (Apr. 29, 1936.)—Skin cleansers, such as cold cream and vanishing cream.

378,489.—"ANTISOL." Kessler Chemical Corp., New York. (Apr. 25, 1936.)—Ingredient used in suntan preparations.

378,544.—See Illustration. The Benjamin

Anschl Co., doing business as The Mediskin Co., St. Louis, Mo. (Apr. 1, 1936.)—Cosmetics and toilet preparations.

378,614, 378,615.—See Illustration. Crazy Water Co., Mineral Wells, Tex. (Apr. 15, 1936.)—Shaving cream, and shaving, toilet and bath soaps; Toilet and talcum powder, cold cream, skin lotions and cosmetics, respectively.

378,700.—See Illustration. George A. Lippincott, Philadelphia, Pa. (1903.)—Tooth powder.

378,708.—See Illustration. Kathleen Mary Quinlan, Inc., New York. (May 12, 1936.)—Perfume.

378,803.—"CLIPSTICK." Al Rosenfeld, Inc., New York. (Mar. 13, 1936.)—Cosmetic lipsticks.

378,845.—See Illustration. Charles E. Leibfried, doing business as Clinic Hygienic Co., Lancaster, Pa. (May 8, 1936.)—Antiseptic powder for personal hygiene, usable directly as a dusting powder or dissolved in water as an antiseptic solution.

378,884. — "ZEPHFLEUR." Fritzsche Brothers, Inc., New York. (May 7, 1936.)—Natural and synthetic essential oils suitable for perfuming purposes.

378,889.—See Illustration. Sam Hagler, doing business as Southern Palm Mfg. Co., New York. (1931.)—Hair tonic, hair color restorer, lilac toilet water, tar shampoo, lemon rinse, etc.

379,069.—"SHONTEX." E. O. Anderson & Co., San Diego, Calif. (Apr. 6, 1935.)—Hair oil.

379,133—See Illustration. Parfums Lengyel, Ltd., New York. (1924.)—Toilet preparations.

379,200.—See Illustration. Melburt Products, Inc., New York. (1930.)—Face powder, cold cream, lemon cream, almond cream, tissue cream, etc.

379,252.—See Illustration. Gray E. Miller, Pittsburgh, Pa. (June 29, 1935.)—Healing, soothing and beautifying lotions.

279,292, 279,293. — "REFLET DE BEAUTE." E. Daltroff & Cie., doing business as Parfumerie Caron, Paris, France. (Dec. 24, 1935.)—Soaps for latter number, and for the former: Perfumes, toilet waters, face and toilet powders, powder and rouge compacts, etc.

379,399.—See Illustration. Polydent Co., Chicago, Ill. (Aug. 6, 1935.)—Tooth powder.

379,296.—See Illustration. Frank Paul Haughran, doing business as Foot Smiles Laboratories, Columbus, Ohio. (Oct. 22, 1935.)—Foot balm.

379,437.—See Illustration. Laur Ottenad, doing business as Val-Ott Co., St. Louis, Mo. (May 25, 1936.)—Hair restorer.

379,724.—"CREAMAROME." Ungerer & Co., New York. (Nov. 29, 1933.)—Natural and synthetic products used for scenting purposes, and particularly for scenting talcum and face powders, creams and other toilet preparations.

379,800.—See Illustration. R. A. Jones & Co., Covington, Ky. (May 15, 1936.)—Soap.

379,814.—See Illustration The Sterilek Co., Inc., Brooklyn, N. Y. (Oct. 1, 1935.)—Facial tissues.

379,917.—See Illustration. The Wolf Creek Soap Co., Dayton, Ohio. (July, 1933.)—Toilet soap.

380,110.—"THREE MUSKETEERS." Lentheric, Inc., New York. (June 11, 1936.)—Scalp stimulant, after shave lotion, Eau de Cologne.

380,402.—"KURLASH." The Kurlash Co., Inc., Rochester, N. Y. (Jan. 3, 1929.)—Mascara filled eyelash and eyebrow compacts, liquid waterproof eyelash tint, eye-shading preparation in compact form, and preparation for treating eyelashes.

Designs Patented

D100,560.—Design for a bottle. Monroe Harrison, Chicago, Ill.

D100,583.—Design for a cap for collapsible tubes. Rudolph S. Schenk, East Orange, N. J., assignor to The Sun Tube Corp., Hillside, N. J.

D100,588.—Design for a toilet accessory container. Eula Manes Stone, New York.

D100,594.—Design for a powder and perfume container. Robert Baxter, New York, assignor to Prince Matchabelli Perfumery, Inc., New York.

D100,580.—Design for a combination lipstick holder and mirror. Edward L. Anderson, Attleboro, Mass., assignor to Ripley and Gowen Co., Inc., Attleboro, Mass.

D100,686.—Design for a paste tube. Simon De Vaulchier, New York, assignor to Colgate-Palmolive-Peet Co., Jersey City, N. J.

D100,692.—Design for a lipstick case. Paul H. Ganz, New York.

D100,708.—Design for a bottle. Frank McLaughlin, Chicago, Ill., assignor to Carr-Lowrey Glass Co., Baltimore, Md.

D100,723.—Design for a cake of soap or similar article. Joseph S. Stein, Chicago, Ill., assignor to Lucien Lelong, Inc., Chicago, Ill.

D100,923.—Design for a combined stopper and handle. Albert Mosheim, New York.

D100,929.—Design for a perfume bottle or similar article. Joseph S. Stein, Chicago, Ill., assignor to Lucien Lelong, Inc., Chicago, Ill.

Trade Mark Registration Granted (Act of March 19, 1920)

These registrations are not subject to opposition:

M337,175, M337,176.—See Illustration. Elizabeth Arden, Inc., New York. (May 25,

1935. Serial No. 365,759 and 365,760 respectively.)—Skin lotion, and preparation for the treatment of the nail, respectively.

M337,179. — "BLANCHE WHITE." Blanche Bergholt, doing business as Blanche Bergholt Co., Minneapolis, Minn. (June 1, 1932. Serial No. 377,295.)—Lemon cleansing cream, foundation cream, night cream, facial clay pack, astringent lotion, lipstick, rouge, powder, skin balm.

M337,185.—"ROSE THÉ." Coty, Inc., Wilmington, Del. (May 22, 1935. Serial No. 365,553.)—Face powder, talcum powder, powder and rouge compacts, etc.

M337,191.—"Parma." Gordon-Allen, Ltd., Oakland, Calif. (Jan. 1932. Serial No. 343,036.)—Soap.

M337,197.—"Claridge." International Cellucotton Products Co., Chicago, Ill. (Feb. 11, 1935. Serial No. 363,859.)—Cleansing tissues.

M337,198.—See Illustration. Iteco Labs. Inc., Portland, Oregon. (Apr. 1, 1935. Serial No. 370,513.)—Dental Investment Powder.

M337,213.—"VIVAUDOU." Vadsco Sales Corp., Long Island City, N. Y. (1914. Serial No. 377,134.)—Toilet preparations.

M337,451.—See Illustration. Ronald M. Dove, Honolulu, Territory of Hawaii. (Jan. 1935. Serial No. 375,204.)—Dentifrice consisting of tooth powder compressed into tablets.

Patents Granted

2,048,670.—Powder dispenser. Albert Berger, Brooklyn, N. Y.

2,048,698.—Dispensing container for powdered products. Charles A. Howell, Chicago, Ill., assignor of one-half to Taylor Strawn, Chicago, Ill.

2,048,699, 2,048,700.—Closure for bottles and other containers; and non-refillable closure for bottles and other containers, respectively. Gilbert Jackson, New York.

2,048,705.—Jar closure. Peter Kucera, Allison Park, Pa., assignor to The Phoenix Glass Co., Monaca, Pa.

2,048,797.—Soap. Paul Küller, Berlin-Friedenau, Germany.

2,049,055.—Method for preparing improved soaps and products thereof. Stewart C. Fulton and Hans G. Vesterdal, Elizabeth, N. J., assignors to Standard Oil Development Co., corporation of Delaware.

2,049,378.—Case for rouge sticks. Charles Holl, Paris, France.

2,049,529.—Collapsible tube. Frederick W. Todt and John H. Browning, Elkhart, Ind.

2,049,761.—Bottle capping mechanism. Ransom J. Daniels, Whitestone, N. Y., assignor to American Seal-Kap Corp., Long Island City, N. Y.

2,049,795.—Container. Herbert A. Barnby, Toledo, Ohio, assignor to Owens-Illinois Glass Co., Toledo, Ohio.

2,050,168.—Non-refillable bottle. Morris Dorman, Baltimore, Md.

2,050,248.—Strip material for container closures. Jay Bernard Eisen, Yonkers, N. Y., assignor to Ferdinand Gutmann & Co., New York.

2,050,487.—Friction can top. Fred A. Durrant, Kansas City, Mo., assignor to Tayton Co., Kansas City, Mo.

2,050,691.—Closure. Thomas Francis Evans, Ainsdale, Southport, England.

2,050,787.—Sifter top. Albin L. Forsberg, Chicago, Ill., assignor to Warfield Co., Chicago, Ill.

2,050,809.—Collapsible tube. Karl Ruetz, Zurich, Switzerland.

2,050,896.—Molded case. Ronald W. Post, Boonton, N. J., assignor to Boonton Molding Co., Boonton, N. J.

2,050,938.—Jar sealing device. Frank R. Everhart, Broomfield, Colo.

2,051,138.—Closure for containers. George J. Gebhardt, Indianapolis, Ind.

2,051,513.—Dispensing cap for collapsible tubes. Richard Bingham, Chicago, Ill.

2,051,625.—Soap to be used for advertising purposes. James Arthur Watt, Chicago, Ill.

2,051,672.—Powder dispenser. Ernest E. Baker, Detroit, Mich., assignor to Richard J. Marston, Detroit, Mich.

2,051,736.—Container. Clarence E. Misfeldt, Milwaukee, Wis.

CIRCULARS, PRICE LISTS, etc.

☐ Stokes & Smith Co., Philadelphia, Pa. "*Some things are taken for granted.*"

This is an attractive 8-page folder printed in two colors, in which the company's filling, sealing and tight-wrapping equipment is illustrated and described. A few of the products of firms using the Stokes & Smith machines are also illustrated, and a return business post card offering to supply further information, is enclosed.

☐ Jerome W. Ephraim, Inc., New York. "*Ephraim Manual.*"

Mr. Ephraim and his organization have long been known as pioneers in the field of strictly ethical cosmetics and toilet preparations. Long before the agitation for legal control of cosmetics reached serious proportions, he placed on the market a line of preparations, on which complete formula disclosure and pretesting of materials were stressed. The latest "manual" describes the expanded line, now offered by the company, and gives advice and instruction in the use of all of the preparations. Sections on the skin, teeth, hair, and scalp are included. The booklet is excellently printed and carefully illustrated with drawings and diagrams. Inasmuch as it is a "manual" and not a "catalog," a price of 25c. per copy has been fixed for it.

☐ Hazel-Atlas Glass Co., Wheeling, W. Va. *Photograph of Varady Jars.*

The company has sent us this fine picture of the jars used by Varady of

Vienna, Cleveland, Ohio. Both jars and caps are by Hazel-Atlas Glass Co.

☐ George Lueders & Co., New York. *Wholesale Price List, August, 1936.*

This is the company's regular monthly list of essential oils, perfumers' materials, fruit essences, vanilla beans, and specialties, with prices and brief descriptive notations. Included also are the products of Camilli, Albert & Laloue, for whom the Lueders company is American agent.

☐ N. V. Chemische Fabriek "Naarden," Naarden, Holland. *Catalog of raw material for July, 1936.*

This is an extremely handsome catalog, printed clearly on an excellent grade of paper and profusely illustrated with views of growing plants and exterior and interior scenes in the Naarden factory. It contains prices and information on a host of products including essential oils, synthetics, flower oils, soap compounds, fixatives, etc. The products of the company are sold in America through P. R. Dreyer, Inc., New York.

☐ The Bakelite Corp., New York. "*Bakelite Molded.*"

This very interesting book of 48 pages describes molded materials and their uses. Naturally most attention is paid to the company's product "Bakelite" but the discussions are sufficiently general in character to interest and assist anyone contemplating the use of a molded plastic for any purpose. The various types molded materials are discussed and their properties described and the process of molding is exhaustively treated.

PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit., per lb.		$2.20@	$2.40
S. P. A.		2.50@	2.75
Sweet True		.68@	.70
Apricot Kernel		.24@	.28
Amber, crude		.25@	.30
rectified		.52@	.60
Ambrette	(oz.)	46.00@	
Amyris balsamifera		3.00@	3.25
Angelica root		75.00@	
seed		90.00@	
Anise, U. S. P.		.54@	.60
Araucaria		1.75@	1.85
Aspic (spike) Span.		1.35@	
French		1.55@	
Balsam, Peru		5.50@	6.25
Balsam, Tolu, ox.		4.25@	
Basil	(oz.)	2.35@	
Bay		1.45@	1.60
Bergamot		2.25@	2.50
Birch, sweet N. C.		1.90@	2.00
Penn. and Conn.		3.75@	4.00
Birchtar, crude		.15@	.18
Birchtar, rectified		.85@	.90
Bois de Rose		1.35@	2.75
Cade, U. S. P.		.30@	.33
Cajeput		.45@	.67
Calamus		3.00@	3.25
Camphor "white"		.18@	.20
Cananga, Java native		2.40@	2.75
rectified		3.00@	3.50
Caraway		2.05@	2.20
Cardamom, Ceylon		12.00@	30.00
Cascarilla		60.00@	85.00
Cassia, 80@85 p.c.		.95@	
rectified, U. S. P.		1.00@	1.15
Cedar leaf		1.00@	1.10
Cedar wood		.22@	.25
Cedrat		4.15@	
Celery		12.00@	
Chamomile	(oz.)	4.75@	7.00
Cherry laurel		14.00@	15.00
Cinnamon, Ceylon		10.00@	20.00
Cinnamon, Leaf		2.25@	
Citronella, Ceylon		.23@	.25
Java		.32@	.37
Cloves Zanzibar		.98@	1.10
Cognac		17.00@	20.00
Copaiba		.40@	.45
Coriander		7.00@	7.25
Croton		1.45@	1.65
Cubebs		2.95@	3.10
Cumin		8.75@	9.00
Curacoa peels		5.00@	5.25
Curcuma		3.00@	
Cypress		12.00@	
Dillseed		3.75@	4.35
Elemi		1.65@	
Erigeron		1.50@	1.60
Estragon		32.00@	35.00
Eucalyptus		.35@	.39
Fennel, Sweet		1.20@	1.30
Galangal		42.00@	
Galbanum		15.00@	
Geranium, Rose			
Algerian		5.50@	7.50
Bourbon		5.25@	5.50
Spanish		16.00@	
Turkish		1.80@	2.00
Ginger		3.60@	4.50
Gingergrass		3.25@	4.10
Grapefruit		$3.00@	
Conc.		24.00@	
Guaiac (Wood)		3.10@	3.50
Hemlock		1.05@	1.25
Hops	(oz.)	9.00@	
Horsemint		2.85@	
Hyssop		40.00@	48.00
Juniper Berries		1.05@	1.50
Juniper Wood		.60@	.62
Laurel		10.00@	12.00
Lavender, English		32.00@	
French		3.75@	7.50
Lemon, Italian		1.85@	2.15
Calif.		1.75@	
Lemongrass		.48@	.55
Limes, distilled		6.25@	7.25
expressed		11.00@	12.00
Linaloe		1.30@	1.40
Lovage		55.00@	62.00
Mace, distilled		1.15@	1.25
Mandarin		4.75@	6.50
Marjoram		6.25@	
Melissa		4.00@	4.25
Mirbane (see Nitrobenzol)			
Mustard, Genuine		8.50@	10.00
artificial		1.95@	2.25
Myrrh		10.00@	
Myrtle		3.25@	3.75
Neroli, Bigarde, P.		98.00@	125.00
Petale, extra		130.00@	155.00
Niaouli		3.45@	
Nutmeg		1.15@	1.25
Olibanum		5.00@	5.25
Orange, bitter		2.60@	2.70
sweet, W. Indian		2.40@	2.55
Italian		2.60@	3.25
Spanish		2.55@	
Calif. exp.		2.85@	
dist.		.90@	
Origanum, Spanish		1.00@	1.35
Orris root, con (oz.)		5.25@	5.50
Orris root, abs. (oz.)		35.00@	50.00
Orris Liquid		18.00@	25.00
Parsley		10.75@	11.30
Patchouli		5.50@	6.00
Pennyroyal Amer.		1.85@	2.10
French		1.35@	1.50
Pepper, black		5.80@	6.25
Peppermint, natural		2.70@	2.90
redistilled		3.00@	3.15
Petitgrain		1.10@	1.35
French		2.35@	2.50
Pimento		1.35@	2.75
Pine cones		3.00@	
Pine needles, Siberia		.90@	1.15
Pinus Sylvestris		1.50@	1.70
Pumilionis		1.60@	1.75
Rhodium, Imitation		2.00@	4.50
Rose, Bulgaria (oz.)		6.00@	12.00
Rosemary, French		.40@	.50
Spanish		.36@	.40
Rue		2.35@	2.50
Sage		2.00@	
Sage, Clary		30.00@	
Sandalwood, East India		5.50@	6.00
Australia		5.75@	
Sassafras, natural		.90@	1.00
artificial		.45@	.48
Savin, French		1.75@	2.00
Spearmint		2.00@	2.15
Snake root		11.25@	13.75
Spruce		$1.05@	$1.25
Styrax		6.50@	10.00
Tansy		1.80@	2.10
Thyme, red		.80@	.90
White		.85@	1.25
Valerian		14.50@	15.00
Verbena		3.75@	7.00
Vetivert, Bourbon		11.00@	13.00
Java		15.00@	25.00
East Indian		30.00@	
Wine, heavy		1.25@	
Wintergreen, Southern		3.35@	3.75
Penn. & Conn.		4.50@	8.00
Wormseed		2.30@	2.40
Wormwood		2.70@	3.00
Ylang-Ylang, Manila		29.00@	35.00
Bourbon		5.00@	8.00

TERPENELESS OILS

Bay	3.25@	3.50
Bergamot	5.75@	
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Grapefruit	45.00@	60.00
Sesquiter 'less	85.00@	
Lavender	8.00@	8.50
Lemon	10.00@	14.50
Lime, ex.	54.00@	72.00
Orange, sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	3.25@	3.75
Rosemary	2.50@	
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	3.00@	3.25
Capsicum, U. S. P. X.	2.20@	
Alcoholic	3.20@	
Cubeb	3.25@	
Ginger, U. S. P. VIII	2.50@	2.60
Alcoholic	3.30@	
Malefern	1.65@	2.00
Oak Moss	6.00@	15.00
Olibanum	3.50@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	6.75@	9.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	1.25@	2.00
Acetyl Iso-eugenol	7.50@	8.00
Alcohol C 8	16.00@	20.00
C 9	26.00@	40.00
C 10	21.00@	28.00
C 11	20.00@	25.00
C 12	14.00@	25.00
Aldehyde C 8	30.00@	
C 9	45.00@	70.00
C 10	42.00@	60.00

C 11	$33.00@	$50.00
C 12	28.00@	34.00
C 14 (so-called)	13.00@	
C 16 (so-called)	13.00@	
Amyl Acetate	.75@	1.00
Amyl Butyrate	1.05@	1.25
Amyl Cinnamate	2.50@	
Amyl Cinnamic Aldehyde	3.90@	4.00
Amyl Formate	1.60@	1.90
Amyl Penyl Acetate	3.00@	4.00
Amyl Salicylate	.90@	
Amyl Valerate	2.00@	2.40
Anethol	1.10@	1.20
Anisic Aldehyde	3.00@	3.25
Benzalydehyde, U. S. P.	1.30@	
F. F. C.	1.55@	1.90
Benzophenone	1.45@	1.75
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.95@	1.25
Benzyl Benzoate	1.00@	1.80
Benzyl Butyrate	5.50@	6.25
Benzyl Cinnamate	7.15@	9.00
Benzyl Formate	3.50@	
Benzyl Iso-eugenol	15.00@	18.00
Benzylidenacetone	2.50@	4.00
Borneol	1.75@	2.00
Bornyl Acetate	1.50@	5.50
Bromstyrol	4.75@	5.25
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	4.00@	4.25
Cinnamic Acid	4.00@	
Cinnamic Alcohol	3.40@	
Cinnamic Aldehyde	1.65@	2.25
Cinnamyl Acetate	8.00@	12.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	1.95@	2.75
Citronellal	1.25@	2.00
Citronellol	1.95@	2.65
Citronellyl Acetate	3.50@	5.00
Coumarin	3.25@	3.50
Cuminic Aldehyde	40.00@	62.00
Dibutylphthalate	.29@	.35
Diethylphthalate	.32@	.37
Dimethyl Anthranilate	7.00@	8.50
Dimethyl Hydroquinone	2.65@	3.75
Dimethylphthalate	.50@	.60
Diphenlymethane	1.75@	2.45
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	6.50@	8.50
Ethyl Benzoate	1.20@	1.75
Ethyl Butyrate	1.00@	
Ethyl Cinnamate	3.50@	4.00
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.40@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	15.00@	20.00
Eucalyptol	.55@	1.00
Eugenol	2.00@	3.00
Geraniol, dom.	1.00@	2.50
Geranyl Acetate	2.00@	3.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	5.00@	7.00
Heliotropin, dom.	2.20@	2.65
foreign	2.35@	2.50
Hydratopic Al'hyde	25.00@	27.50
Hydroxycitronellal	2.90@	7.50
Indol, C. P. (oz.)	2.10@	4.50
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol	3.50@	4.00
Iso-safrol	2.00@	
Linalool	2.10@	4.75
Linalyl Acetate 90%	2.30@	3.50
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00
Menthol, Japan	$3.30@	$3.45
Synthetic	2.25@	3.00
Methyl Acetophenone	1.25@	2.00
Methyl Anthranilate	2.25@	3.00
Methyl Benzoate	1.00@	1.75
Methyl Cinnamate	3.65@	
Methyl Eugenol	2.90@	6.75
Methyl Heptenone	2.50@	4.50
Methyl Heptine C'b	25.00@	28.00
Methyl Iso-eugenol	7.50@	12.50
Methyl Octine Carb.	24.00@	32.00
Methyl Peracresol	4.00@	6.00
Methyl Phenylacetate	2.30@	3.00
Methyl Salicylate	.42@	.50
Musk Ambrette	4.45@	4.60
Ketone	4.70@	4.85
Xylene	1.40@	1.55
Nerolin (ethyl ester)	1.50@	1.75
Nitrobenzol	.15@	
Nonyl Acetate	46.00@	48.00
Octyl Acetate	35.00@	40.00
Paracresol Acetate	4.00@	5.50
Paracresol Methyl Ether	3.25@	4.50
Paracresol Phenyl-Acetate	10.00@	18.00
Para Cymene (gal.)	1.25@	1.65
Phenylacetaldehyde 50%	3.50@	6.75
100%	7.00@	10.00
Phenylacetic Acid	2.25@	4.00
Phenylethyl Acetate	3.50@	6.75
Phenylethyl Alcohol	3.00@	4.25
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	8.50@	16.00
Phenylethyl Formate	12.50@	18.00
Phenylethyl Propionate	9.50@	
Phenylethyl Val'rate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alcohol	4.50@	8.35
Phenylpropyl Aldehyde	8.00@	12.00
Rhodinol	11.00@	20.00
Safrol	.56@	.70
Santalyl Acetate	22.50@	
Skatol C. P. (oz.)	7.00@	10.00
Styralyl Acetate	15.00@	18.00
Styralyl Alcohol	20.00@	
Terpenyl Acetate	1.00@	1.50
Terpineol, C. P.	.23@	.38
Thymene	.45@	
Thymol	1.55@	1.65
Vanillin (clove oil)	3.75@	3.85
(guaiacol)	3.65@	3.75
Vetiveryl Acetate	30.00@	38.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, Para	1.25@	1.40
Angostura	2.50@	2.75
Vanilla Beans		
Mexican, whole	3.00@	3.75
Mexican, cut	2.80@	3.00
Bourbon, whole	3.25@	3.75
South American	2.75@	3.00

SUNDRIES AND DRUGS

Acetone	.07@	.10
Alcohol, 190-pf. gal.	4.29@	4.30
Almond meal	.21@	.25
Alum, potash	.03¼@	.03½
Aluminum chloride	.10@	
Ambergris, ounce	25.00@	35.00
Balsam, Copaiba	.20@	.22
Fir, Canada, gal.	9.50@	12.00
Oregon	1.00@	1.25
Peru	1.10@	1.25
Tolu	.55@	.57
Beeswax, white	.36@	.38
yellow	.30@	.32
Bismuth sub-nitrate	$1.35@	$1.40
Boric Acid, ton	125.00@	140.00
Calamine	.16@	.20
Calcium, phosphate	.08@	.08¾
Phosphate, tri-basic	.13@	.15
sulphate	03¾@	.04
Camphor	.54@	.60
Cardamom seed	1.15@	1.50
Castoreum	16.50@	18.00
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Chalk, precip.	.03½@	.06½
Cherry laurel water, gal.	1.25@	
Citric acid	.26@	.26½
Civet, ounce	4.00@	4.50
Clay, Colloidal	.03@	.03½
Cocoa butter	.15@	.15¼
Fatty Acids (See Next Page)		
Formaldehyde	.06@	.06¼
Formic Acid	.12@	.16
Fuller's Earth, ton	16.00@	30.00
Guarana	.70@	1.10
Gum Arabic, white	.27@	.30
Amber	.10¼@	.11¾
Gum Benzoin, Siam	1.15@	1.45
Sumatra	.17@	.20
Gum galbanum	.90@	1.05
Gum myrrh	.42@	.45
Henna, powd.	.12@	.18
Hydrogen peroxide	.05@	.08
Kaolin	.06@	.08
Labdanum	3.50@	5.50
Lanolin, hydrous	.18@	.22
anhydrous	.20@	.24
Lavender flowers	.40@	1.00
Magnesium, Carbonate	.06¾@	.07½
Stearate	.19@	.25
Sulfate	.02½	.03
Musk, ounce	15.00@	25.00
Oils, Vegetable (See Next Page)		
Olibanum, tears	.14@	.30
siftings	.10@	.14
Orange flower water, gal.	1.50@	
Orange flowers	.30@	.90
Orris root, powd.	.20@	.75
Paraffin	.04½@	.07
Patchouli leaves	.16@	.20
Petrolatum, white	.07@	.11
Phenol	.16@	.20
Potassium, Carbonate	.13@	.16
Hydroxide	.07¼@	
Quince seed	.50@	1.00
Reseda flowers	1.50@	1.65
Rhubarb root, powd.	.35@	.40
Rice starch	.12@	.15
Rose leaves, red	2.00@	2.25
Rose water, gal.	1.25@	
Salicylic acid	.40@	.45
Sandalwood Chips	.45@	.50
Saponin	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb. Crys.	.01¾@	.02¼
Phosphate, Tribasic	.02½@	.04
Spermaceti	.25@	.28
Styrax	.40@	3.25
Sulfur, precip.	.17@	.20
Tartaric acid	.24@	.24½
Titanium oxide	.22@	.25
Tragacanth, No. 1	1.60@	1.75
Triethanolamine	.45@	.50
Venice turpentine, gal.	.45@	.52
Vetivert root	.30@	
Violet flowers	.95@	1.15
Zinc peroxide	1.10@	1.75
Oxide	.13½@	.15
Stearate	.21@	.28

NEW YORK MARKET REPORT

The strong situation prevailing in essential oils of Spanish origin continued a feature over the past few weeks, and in addition a number of articles provided by Italy and the Far East were on the firm side in keeping with higher replacement costs. Among the latter two groups were bergamot and anise.

Retail and wholesale trade generally continued well above the comparative 1933 level, and while the movement assumed a more leisurely pace than in June or July there is a general feeling that business generally will assume greater proportions as the Fall season gets underway despite political developments, and the uncertainty existing over conditions abroad.

Citrus oils were not as active as they were earlier in the Summer. A seasonal falling off in the demand from the soft drink trade is expected to be partly offset by an improvement from hard candy manufacturers and others who are about to prepare for the coming holidays.

Oils, glycerine and other articles used by the soap and toilet goods trades continued to show a hardening tendency. The rise in soap oils was largely due to heavy buying of certain articles by Europe. Glycerine prices are largely nominal. The outlook concerning the future trend is highly uncertain since the improvement in the soap industry has failed to relieve the tight position.

With the exception of phenylacetaldyhyde and methyl heptenone, the aromatic chemical market is reported to be in fairly good shape. Preparations for the Fall on the part of perfumers and toilet goods manufacturers should be reflected in a general upturn in the call for many items shortly. Terpineol deserves close watching in view of rising raw material costs. Stocks of citral are more than ample to take care of the current needs but sellers were adhering to former prices.

Outstanding in the chemical group was a slight strengthening in the position of alcohol. Imported carbonate potash is said to be firming up since the article can no longer be brought in on barter arrangements.

Competition in camphor was rather keen. During the early part of the period quotations on the natural gum were reduced as the result of the low prices of synthetic material.

PRICES OF SOAP MATERIALS

TALLOW AND GREASE

Tallow, N. Y. C. extra	$0.06 5/8	@	
Edible	.08 3/4		Nominal
Fancy	.09 3/4	@	
Grease white	.06 3/8	@	.08 3/8
House	.05 5/8	@	.05 3/4
Yellow	.05 5/8	@	.05 3/4
Lard	.12 1/4	@	.12 3/4

FATTY ACIDS

Coconut Oil, 98% Saponifiable, tanks	.10	@	
Corn Oil, 95% T.F.A. barrels	.12 1/2	@	.13
Red Oil, distilled, tanks	.08 1/4	@	
White, drums	.12	@	.13
Stearic Acid, single pressed, c.l.	.09	@	.10
Double pressed	.09 1/2	@	.10 1/2
Saponified	.10	@	.11
Triple pressed	.12 1/4	@	.13 1/4
Saponified	.13	@	.14

SOAP MAKING OILS

Castor No. 1, tanks	.10	@	
No. 3 tanks	.09 1/2	@	
Coconut, Manila Grade, tanks	.04 7/8	@	
Corn, crude, Midwest mill, tanks	.09 3/4		Nominal
Cotton, crude, Southeast, tanks	.09	@	
Refined	.11 1/2	@	.11 5/8
Lard, common No. 1, barrels	.09 1/4	@	
Olive, denatured, max. 5% F.F.A. bbls., gal.	1.35		Nominal
Foots, Prime, green, barrels	.09 1/8	@	.09 1/4
Palm, softs, max. 20% F.F.A., drums	.04 1/4	@	
Niger, casks	.04 3/4	@	.05
Palm, Kernel, tanks	.05		Nominal
Peanut, crude, barrels	.09 1/2		Nominal
Refined, barrels	.12 1/2		Nominal
Soya beans, max. 2% F.F.A. Midwest mill tanks	.08 3/4	@	
Tallow, acidless, barrels	.09 1/2	@	
Whale, Crude No. 1, Coast, tanks	.04 1/4	@	
Refined, barrels	.06 7/8	@	.07 1/8

GLYCERINE

Chemically pure, drums extra	.17 1/2	@	.18
Dynamite, drums included	.17 1/2		Nominal
Saponification, drums	.14		Nominal
Soap, lye	.13		Nominal

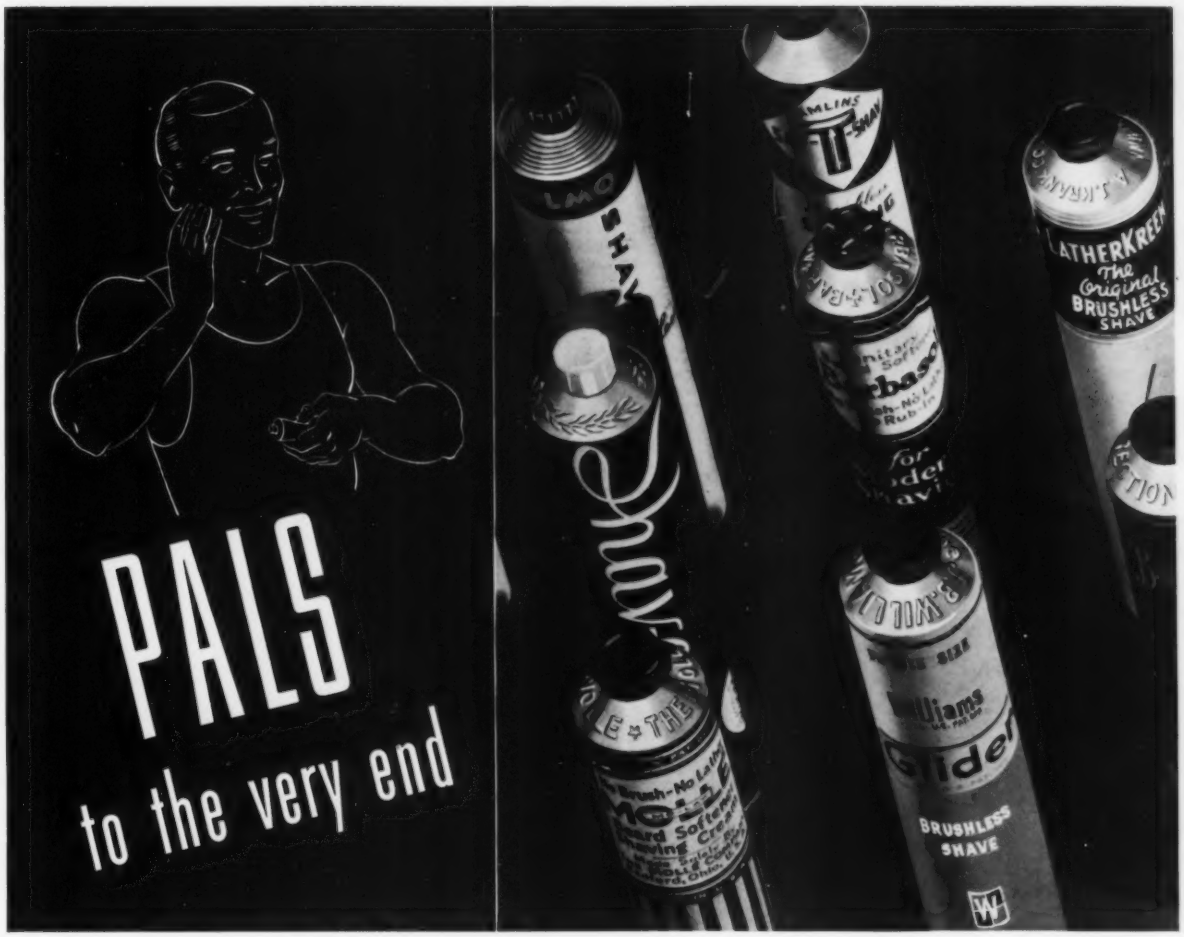
ROSIN

Barrels of 280 pounds

B	$7.20	K	$7.20
D	7.20	M	7.20
E	7.20	N	7.20
F	7.20	W.G.	7.60
G	7.20	WW.	8.25
H	7.20	X	8.35
I	7.20	Wood	7.65

CHEMICALS

Acid, muriatic, 18°, 100 pounds	$1.00	@	$1.60
Sulfuric, 60°, ton	11.00	@	
66°, ton	15.50	@	
Borax, crystals, carlot, ton	42.00	@	71.00
Cyclohexanol (Hexalin)	.30	@	
Naphtha, cleaners, tank cars	.07	@	.09 1/2
Potassium carbonate, 80@85%	.07	@	
Hydroxide (Caustic potash) 88@92%	.07 1/4	@	
Salt, works, ton	11.50	@	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds	1.23	@	2.37
Hydroxide (Caustic soda) 76% Solid, 100 pounds	2.60	@	3.75
Silicate 40°, drums, works, 100 pounds	.80	@	
Sulfate, anhydrous	.02 1/4	@	.03
Phosphate, tri-basic	.02 1/2	@	.03
Zinc oxide	.05 1/4	@	.05 1/2



ALCOA ALUMINUM TUBES ARE FRIENDLY TO USERS . . . AND FRIENDLY TO PRODUCTS

● When a tube meets its user there's a crisis. If the tube leaks or its contents have hardened, a grudge is the result. But if all is satisfactory, there forms a new friendship that lasts to the last squeeze.

You can depend on Alcoa Aluminum Tubes to make friends every time. The annealed side walls are strong but yield easily to pressure of fingers.

The product, of course, must also be right. That's another reason why Alcoa Tubes are so widely used. Aluminum is nontoxic. It is so safe that chemists use Aluminum containers to keep distilled water pure. This gleaming metal cannot possibly contaminate the product.

Investigate packing your product in Alcoa Aluminum Tubes. Write ALUMINUM COMPANY OF AMERICA, 2129 Gulf Building, Pittsburgh, Pa.

ALCOA · ALUMINUM

ALCOHOL NEWS

SEPTEMBER ★ A Monthly Series of Technical Articles for Chemists and Executives ★ 1936

U.S.I. ADS FEATURE CENTURY OF SERVICE BY WEBB & SON

Pure Alcohol for Hospitals Featured

Marking a century of service to hospitals by James A. Webb and Son, U. S. Industrial Alcohol Co. is publishing a series of twelve advertisements in "The Modern Hospital." The first, appearing in the September issue, illustrates the fact that "Hospitals Depended on Webb's Alcohol Before Horsecars Plied Broadway."

Before Horsecars Plied Broadway

Hospitals Depended on Webb's Alcohol

When stage coaches rumbled up Broadway and drinking water was an article of commerce, the House of Webb was supplying alcohol to hospitals and scientific institutions.

Established in 1835, the firm of James A. Webb and Son rapidly became the most important producer of high grade alcohol in the city. The distilling of a pure, uniform grade of alcohol was a secret of the Webb family for generation after generation. The Webb name connoted a "standard of quality" to alcohol buyers, and the brand became the most widely known and used on the market.

In 1915, the U. S. Industrial Alcohol Co. acquired James A. Webb & Son and the famous Webb brand of alcohol. Thus the vast technical knowledge of U.S.I. was benefited by the priceless eighty years' experience of the Webb family in the making of highest quality alcohol of a grade particularly suited to hospitals and pharmaceutical use.

Today, Webb's and U.S.I.-U.S.P. are the best known and most widely used brands of alcohol. The country's leading hospitals select U.S.I. because of the uniform high quality and consistent purity of its products. You, too, will find it safer to depend upon U.S.I. as the source of your alcohol requirements.

ALCOHOL

U.S.I.-U.S.P. WEBB'S

ONE HUNDRED YEARS OF SERVICE TO HOSPITALS

U. S. INDUSTRIAL ALCOHOL CO. 60 East 42nd Street, New York

The reproduction of an old wood engraving shows the corner of Broadway and Canal Street in New York City as it appeared in 1835. "Webb's Emporium of Light" may be seen on one corner. Webb's alcohol, at that time, was used as a burning fluid for lighting, as well as for scientific and medical purposes.

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Today, Webb's and U.S.I.-U.S.P. are the best known, widely used brands of alcohol.

Keane Appointed Sales Manager

Lee A. Keane has been promoted to General Sales Manager of the U. S. Industrial Alcohol Co., with offices in New York. Mr. Keane was formerly Manager of Western Sales divisions. His appointment became effective August 15.

PHARMACEUTICAL AND COSMETIC INDUSTRIES RELY ON ALCOHOL AS AN INDISPENSABLE BASIC RAW MATERIAL

Alcohol Serves Not Only in Manufacture of Ingredients but Also as a Part of Finished Products

In the drug and cosmetic industries, alcohol is an indispensable material. Countless drugs and pharmaceuticals which give relief from pain and actually save lives could not be prepared without alcohol. In the cosmetic industry, alcohol makes possible the manufacture of materials through which life is made more comfortable and attractive.

Alcohol is indispensable in these industries because it has multiple properties found in no other substance—and numerous efforts to find substitutes have so far failed of fulfillment. The characteristics which make alcohol so useful are solvent power, volatility, antiseptic action and preservative quality.

The range of industries using alcohol extends far beyond the drug and cosmetic fields to include the paint and varnish industry, explosives, tobacco, and many others, but alcohol is highest in the order of importance, in the drug and cosmetic fields.

How Alcohol Serves

For the drug and pharmaceutical industry, alcohol serves in three principal ways: it acts as a solvent in the process of percolation of crude drugs, preparation of tinctures, etc.; it serves as raw material which furnishes the ethyl radical in chemical compounds, and acts as an ingredient in medicinal and proprietary mixtures. In the manufacture of some products, alcohol serves in more than one of the ways mentioned above.

Among the important products in medicine which are made with alcohol are the well-known tinctures, belladonna, digitalis, and pepsin. Insulin, for the treatment of diabetes, is prepared by extracting the glands of certain animals with alcohol, and the administration of chaulmoogra oil for leprosy cases

(Continued on next page)

ALCOHOL PRICES REVISED FOR C.L. AND L.C.L. DELIVERIES

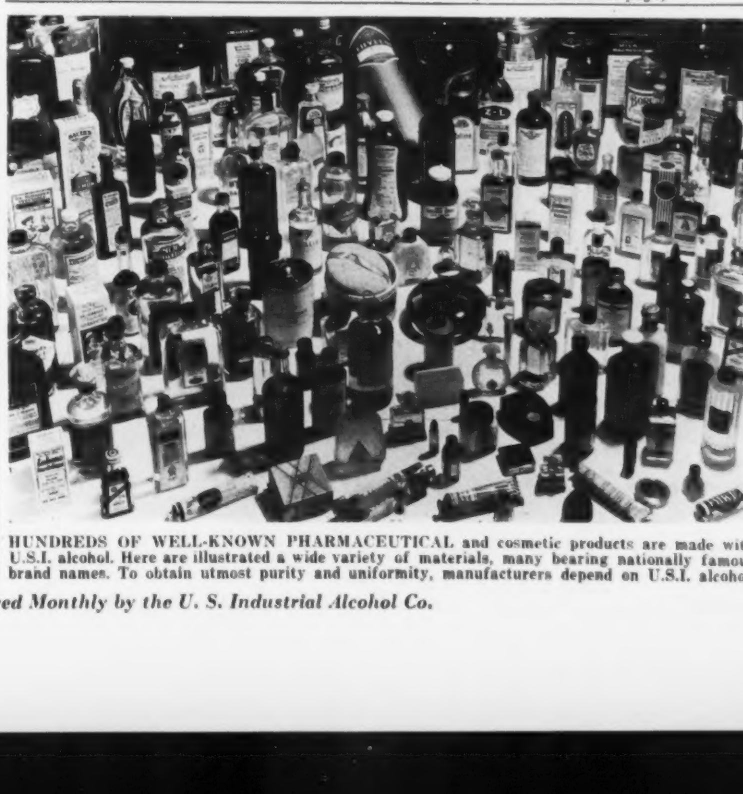
New price schedules affecting all formulas of ethyl alcohol sold in carload or l.c.l. quantities were announced by the industry during the third week in August. The new schedules, filed with Robert T. Baldwin, "Common Agency" for the industry, are effective for delivery up to and including September 30, 1936.*

Tank-car base prices for pure alcohol and Specially Denatured Alcohol remain unchanged with the exception of S. D. No. 23-G,† but the differential on drum deliveries has been revised. Drum carloads are priced at 6 cents per gallon over the tank-car base, nineteen drum lots at 8 cents over tank-car price, and for quantities of one to eighteen drums, the differential is 11 cents. Prices are f.o.b. nearest producing point.

A new schedule has been announced for C. D. alcohol for anti-freeze purposes, the price being 34 cents per gallon in drum carloads delivered east of the Rockies. To jobbers buying for resale in l.c.l. quantities, the price is 37 cents per gallon, and for industrial accounts, the price is 40 cents per gallon in l.c.l. lots; both prices f.o.b. plant or warehouse.

*C. D. prices effective to April 15, 1937.
†Price S. D. No. 23-G in tank-car at plant, 26¢ per gal.

The uses of industrial alcohol have been charted by U.S.I. Copies are available to those interested.



HUNDREDS OF WELL-KNOWN PHARMACEUTICAL and cosmetic products are made with U.S.I. alcohol. Here are illustrated a wide variety of materials, many bearing nationally famous brand names. To obtain utmost purity and uniformity, manufacturers depend on U.S.I. alcohol.

EXCEPTIONS MADE IN ALCOHOL TAX IN STATE OF KENTUCKY

The Hon. James W. Martin, Commissioner of Internal Revenue, who has been cooperating with the producers of industrial alcohol affected by the tax, has been instrumental in obtaining a ruling relieving hospitals, sanitariums, and other institutions from payment of the tax of $1.04 per gallon on alcohol sold in that state.

The Law imposing this tax is an alcoholic beverage tax law, and should not apply to industrial alcohol. Industrial consumers would find it to their interest to promote legislation which would relieve industrial alcohol of the tax.

DRUG AND COSMETIC INDUSTRIES

(Continued from preceding page)

is greatly facilitated by combining it with alcohol. The common antiseptic, tincture of iodine, is another "alcohol remedy."

Alcohol in Cosmetic Manufacture

Alcohol is employed in manufacturing cosmetic products in much the same manner that it is used in the pharmaceutical industry. It is equally important.

The manufacture of perfumes is a large part of the cosmetic industry which could not exist without alcohol. Natural perfume essences are prepared with ether—an alcohol product. Even more important is the dissolving and diffusing action of alcohol; all natural and synthetic essential oils are dissolved and diluted in alcohol. The alcohol also diffuses the odor of the essences, and makes them apparent to the sense of smell.

Alcohol enters into almost all of the other toilet requisites which serve to clean, comfort, or nourish the skin, or to enhance personal attractiveness. In some materials, alcohol is used in the manufacture of one or more ingredients; in others, it is a necessary part of the finished preparation. In the manufacture of beauty creams, for example, such materials as lanolin, cocoa butter, petroleum jelly, almond oil, tallow, glycerin, and beeswax are treated with alcohol as a solvent or diluent in some stage of the manufacturing process. Hair tonics, lotions, and toilet waters, as a rule, contain a large amount of alcohol in the finished form. In these latter products alcohol is ideal, for its antiseptic, solvent, soothing, and odor-diffusing properties are all utilized.

For the medicinal and cosmetic industries there are over fifty different formulas of Specially Denatured Alcohol. The specifications for each formula have been worked out by the Department of Internal Revenue, in cooperation with alcohol users. Since 1906, when S. D. alcohols were first authorized for sale without tax, the list has constantly increased to reach its present size, and changes are still being made to accommodate the growing needs of this important field.

USES OF S.D. ALCOHOL STUDIED WITH VIEW OF REDUCING NUMBER

The uses of Specially Denatured Alcohol are being studied by the district alcohol supervisors of the Treasury Department with the view of possibly reducing the number of formulas.

Investigations have indicated that many of the present S.D. formulas are seldom used, and it may be that the number of formulas can be reduced. It is reported that the survey will be completed in the early part of September.

TAX OF 4% IMPOSED ON ALCOHOL DELIVERED TO PENNA. BOARD

A tax of 4% of the selling price of all distilled, rectified and blended spirits (including industrial alcohol) is now in effect in the State of Pennsylvania. Under the law in that State, all alcohol must be sold to the State Liquor Control Board, and at the time of delivery the tax must be paid. Distribution of alcohol to consumers is made in accordance with regulations promulgated by the Board.

This tax apparently attaches to all alcohol delivered to the Board, whether or not it is for industrial or non-industrial use. However, the Department of Revenue has been asked for its opinion concerning the application of the tax.

It is believed that it was not the intent of the legislature of the State to impose a tax on alcohol sold for use in hospitals and sanitariums and for other industrial and medicinal purposes.

ALCOHOL FROM BEETS IN ITALY

The first plant for direct distillation of industrial alcohol from sugar beets in Southern Italy started operating on May 24 according to reports from Rome. The plant is in the Province of Salerno and has a capacity of approximately 6,000 gallons per day. Beets grown on reclaimed land in the neighborhood will be utilized.

TECHNICAL DEVELOPMENTS

The items in this column are gathered from many varied sources. Further information may be obtained by writing to U. S. I.

U S I

Liquid rubber protective coating consisting of a latex compound has recently been placed on the market. It can be applied on the surface to be protected, or used to form a binding between the surface and a paper covering. It can also be applied on the outside of the paper covering.

U S I

For protecting certain surfaces of work to be pack hardened, a new liquid material is being produced. The liquid, applied by dipping or brushing, forms a copper plating which is said to keep the desired surfaces soft and will result in accurate division between hardened and soft areas.

U S I

Collapsible tubes which require no screw caps or other closures are now being manufactured. The neck of the tube is sealed by a slotted, flexible diaphragm. Pressure on the tube causes the slot to open and permits the contents to flow out smoothly. Releasing pressure allows the valve-like slot to close. It is claimed that materials packed in the new tubes will retain their original condition as long as they would in any other type of package.

U S I

An adhesive tape solvent, which has a pleasant odor and is colorless and stainless, is being marketed. It is claimed that the new material tends to prevent reopening of sores or cuts. The solvent penetrates the tape and dissolves the adhesive.

U S I

An electrically-operated marker for permanently marking glass, molded plastics, steel, pottery or fiber is on the market. The instrument is light in weight, easily controlled and can be handled like an ordinary pencil.

U S I

Non-corrosive and non-toxic preparations for treatment of wounds are based on solid basic aluminum acetate. They are reported to be odorless, pure white in color, and practically insoluble in water. Minute quantities of aluminum acetate are split off continuously, and slowly contact with secretions and tissues.

U S I

Amaryllis, camellia, honeysuckle, magnolia and wallflower will be popular odors in the 1936 Christmas perfumes, according to one authority. This expert further states that there is a definite trend toward floral odors this season which may continue for a few years when exotic blends will return to popularity.

REBUILT EQUIPMENT

CLASSIFIED ADVERTISEMENTS

The rates for advertisements in this section are as follows: Business Opportunities, $1.00 per line per insertion; Situations Wanted and Help Wanted, 50c per line per insertion. Please send check with copy. Address all communications to THE AMERICAN PERFUMER, 9 East 38th St., New York

BUSINESS OPPORTUNITIES

FOR SALE—Large J. H. Day Mixer and Sifter Style "C" Capacity 600 pounds powdered chemicals. Equipped with direct drive, 3-Phase, 220-Volt, 3-HP Motor. This machine was in actual use about 800 hours. Price $210.00, FOB Warren, Ohio. Bengalite Signal Company, Box 671, Warren, Ohio.

SITUATIONS WANTED

FLAVOR CHEMIST—My Cloudy, Ringless Orange being marketed with great success; have developed fine Cola, Ginger Ales, etc. Bottlers', Bakers', Confectioners' Flavors. Address S. W. No. 2224, The American Perfumer.

CHEMIST-BIOLOGIST—former U. S. Public Health Officer and pathologist with extensive cosmetic experience; seeks full or part time connection in creative and developing capacity. Address S. W. No. 2225, The American Perfumer.

HELP WANTED

SALESMAN for a prominent line of Shampoo, Base and Shaving Cream in bulk. Address H. W. No. 2166, The American Perfumer.

INDEX TO ADVERTISERS

Why Should I Push YOUR *Product?*

● "Man, I've got nearly two thousand different products in this store. Now you tell me why I should push yours.

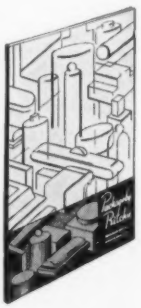
"Because it's well advertised? So are half the others. Because you're going to give me a nice display card? The storeroom's full of 'em now. And I get plenty of free goods offers too.

"Listen — I don't care whose product I sell and I can't see that yours is going to make me more money than anyone else's. So — why *should* I push it?"

Doesn't this sound familiar? It's an old story to your salesmen.

But there's a way to get around a dealer like this. Give your product such display value that he *profits* by keeping it out in plain sight. Give it a package that makes people ask about it, reach for it, *buy* it. He'll recognize the value of such a package, and he'll want to take advantage of it.

A Package by Ritchie is a real talking point, real selling ammunition. For in a Package by Ritchie, dealers see a promise of consumer demand that means sales for them — and *that* means sales for you.



WRITE FOR THIS BOOKLET

It will give you a new appreciation of modern packaging . . . and new ideas on point of sale merchandising. It discusses clearly the developments and trends in package design. Describes the Ritchie organization in detail, and tells you how to make use of Ritchie's unusual designing facilities. Send for your free copy.

W. C. RITCHIE AND COMPANY 8845 BALTIMORE AVENUE CHICAGO

NEW YORK PHILADELPHIA DETROIT CINCINNATI LOS ANGELES ST. LOUIS MINNEAPOLIS FT. WAYNE